

Explaining SM sound and how influential it is  
ft. Me trying to explain other groups/companies  
sound but failing miserably.

ft. Comparison with western pop music

In this post, I will explain SM's classical sound and how it influences the music industry in Korea. Meanwhile there will be mentions of other groups/companies and western pop musical elements to do comparison.

DISCLAIMER: I am not a music expert nor trained classically. I just have a background for playing violin and I gather/learn everything from the conversations and lessons I had with my music teacher. These are my opinions and observations that I wanted to share. So feel free to disagree, add something in the comments. In fact through out my post I asked some of yours opinion so my post is open to discussion. Or just feel free to send hate through DMs idk.

There are mainly 7 elements that I see consistently in SM music. Feel free to add another element that you think I missed.

## 1. Bridges

SM groups are famous with their magnificent bridges. What makes their bridge very well liked by public, well lets analyze that.

First they usually use almost non-existing instrumentals that is kind of sparkly. For example: Simon Says, Kick it, Electric shock, rum pum pum and many more... SM music usually consists a lot layers (*aka Superhuman greatest kpop production ever*) and I will explain that later too but right now what you have to know is that no SM song feels empty. And when a bridge with non-existing instrumentals happens it creates a good contrast in the song which also gives an elegant vibe. Especially groups like NCT and Fx that known with strong beats use the bridges effectively so that people could have an easy listening experience.

Also their transition. When creating this contrast its sometimes hard to do a well connected transition, unfortunately I see this is a big issue in kpop even some big and popular groups. SM producers really manage to handle this transition well, even the ones that arent smooth (*to create a shock effect ex: Kick it*) are perfectly connected.

Another thing that makes their bridges beautiful is that they usually use good, strong vocals. All SM groups are famous with thier vocal line and they really do shine in bridges.

Although some people can argue this is only a stylistic choice not a trademark element I would say its interesting how they created an incredible vocal reputation and the main reason for that is how they use vocals in bridges.

Also in bridge they tend to go an upper register. For example: Zimzalabim, Red Light... Remember Zimzalabim is normally in lower register and it was kind of an chant but in the last chorus and with the help of bridge it went to the upper register. There are also other examples from other groups. For example: Cheer Up by TWICE. Even tho chorus was fairly high it went even higher in bridge.

Basically these are the trademark elements of SM bridges. Of course there is an usage of these elements from other companies and groups but it never seems to be consistent.

## 2. Chord Progression

Chord progression is actually one of the main reasons how western pop music and kpop differs. Its also one reason why western people have a hard time to adjust kpop. Of course I cant generalize all kpop songs or companies chord progressions but I can say it differs vastly.

Some kpop songs consists more chord progressions which makes them more interesting to listen musically but also

harder for casual fans to adjust. SM groups have good example for these kind of songs. Rookie, Power Up, Superhuman, Touch, Growl, My first and Last... And there are many more actually. Some of these songs get really bad reviews from general public but some of them are really well received.

From what I observed a rich chord progression would make audience confused and it will be hard to listen. But those songs are also known to grow on people, the songs that have great longevity. SM is known for their musical longevity with national hits that have been listened by generations, so chord progressions are one of the main reasons. Despite the longevity it's also true that chord progressions make a song hard to get into. Pop songs are meant for easy listening and enjoyable time. So it's understandable why some songs get bad reviews. Also why western people have hard time with that. Many western pop music includes basic chords and less chord progression which offers their audience an easier listening. *(There are exceptions of course don't drag me.)* And Kpop also has some easy listening songs including SM, you know how to find those? Look at MV views. The international hits will tell you that. From EXO I can say Monster and Red Velvet Psycho, Peek a Boo, Bad boy etc. *(Bad boy actually has one element that is not international market style, I will get into that.)*

One interesting point is that chord progression seems to be one of the signature sounds of Korean pop. I am going to give example from Blackpink. Blackpink has their international hits and korean hits. Their international hits KTL, Boombayah, D4, HYL T has similar chord progressions with western music and with each other meanwhile korean hits or the ones that are well recived by kpop community such as AIYL, Stay, PWF have similar chord progressions to other kpop songs. The ones that are well recived by kpop community seems to perform poorly (*of course in BP standarts lol*) view wise, lack the impact BP made internationally. Meanwhile international hits also doesnt create the same effect for Korean public/kpop community. (*D4 stays as an execption which only shows how legend that song was, maybe one day I will do a post about that too... Why D4 was meant to be a big hit and why I simp that song so much. Let me know if you guys are interested.*) This situation alone shows that international market and korean public/kpop community has diffrent taste in music which makes harder to groups to reach both markets at the same time.

P.s For my Nctzens you know how NCT U songs are biggest hits and well recieved. Well chord progression is one of the reason. NCT U songs are easier to listen in fact I belive SM created U for exactly that purpose. Although all units sometimes go on a easier route chord wise occasionally its clear that they are not intended that way. Even the difference between ballads is clear. Without You, Coming Home an NCT

U song has generic/easy listening chords meanwhile Make Your Day, No Longer as NCT127 songs definitely doesn't have conventional ballad chords. So my fellow Nctzens when you recommend a song try to choose from NCT U, you will get better feedbacks.

### 3. Chorus

SM groups are also famous with their harmonization in chorus part of the song. There is literally a billion examples for that. For ex: Mirotic, Limitless, Rum pum pum, Touch, Gee, Happiness, Psycho, Bad boy...

This is actually common in the Kpop scene however obviously most common in SM and in fact it's one of the elements of their trademark sound. I think it's also one of the elements that influenced Kpop as a whole. From what I observed the Kpop community likes the harmonization in chorus since the songs are well received. This is actually something very rare almost nonexistent in Western pop music. You see, Western pop music relies on soloists more than Kpop and they certainly do not have a lot of groups or collaborations like Kpop has. So it's not an issue of producers but the songs they generally produce are meant for soloists. That's why we don't see many harmonizations in Western pop music. I guess it's one of the perks of having a lot of membered groups in the industry.

If I had to go a little off topic, I'd say having a lot of members in one group is both an advantage and disadvantage musically for groups to enlarge their markets musically. Harmonization is an advantage but constant change of vocal tone is a disadvantage.

Because western music is usually based on soloists western audiences are not used to different vocal tones in one song. Literally in a kpop song one member sings a line and it shifts to another member. Not all members have incredibly unique tone but they all have different vocal tones in the end. And the constant vocal colour change can be confusing for western audience. Even in a group like Blackpink that has mainly international fans and has less members compared to other kpop groups has an issue like this. All Blackpink members have incredibly different tone. Rose and Jisoo the main vocals of Blackpink are known with their unique tone and Jennie's and Lisa's tone differs a lot. This contrast can be polarizing sometimes. I guess in the end people get used to it, or producers make it work.

#### 4. Song structure

For western pop music there is a certain music structure that has been vastly followed. Disjoint and unconventional song structures are not expected nor welcomed in western pop. Bohemian Rhapsody though remains the exception itself. But in contrary kpop doesn't follow a particular structure. For SM

songs Punch, Zimzalabim, Cherry Bomb, Red Light... are big examples.

But even other companies have different structured songs compared to western pop. For example let's go from YG. Blackpink seems to gain attention internationally and we can easily say song structure is one of the reasons. (*One day let me do a post about why international fans love Blackpink musically, it looks like a good topic.*) KTL, Boombayah, D4 has similar and conventional structure but it differs when it comes to PWF, AIYL or Stay. It's again the difference between markets. Notice how similar structures make similar effects to similar markets. It's indeed hard to make a song that is universally loved. (*Why D4 is legend part.2*)

To sum up this point the structure SM songs follow changes drastically and this is what makes their songs always seem fresh. Additionally, this stays the reason why western music differs to kpop and why international fandom feels challenged to vibe with kpop.

Before getting into the next point it's time for me to explain why I said Bad Boy has one element that doesn't fit right with international markets' choice despite being their biggest hit internationally for now. Bad boy was really well received internationally but there were also arguments how that song was boring/didn't age well and the reason is clear. It's



because Bad Boy doesn't have too much ups and down music wise. Notice how the song stays in the same pitch and lacks a bit of range. Honestly that's not a bad thing. This is a stylistic choice. But it's not what an international audience prefers for most of the time. Another example would be SNSD's 'Into the New World' and 'Rum Pum Pum' by F(x) and 'Stay' by Blackpink. Those are beloved by the Korean public and the Kpop community. It's clear that Kpop likes this stylistic choice, meanwhile an international audience doesn't prefer it that much compared to other tracks released by the same groups.

## 5. Instrumentals

Instrumentals are an important factor for a song to hit big. In fact, there was an influx for the usage of instrumentals in the western pop music industry since rock as a genre started to rise. After pop music evolved and started to use beats for music production, there seems to be a big disagreement by generations which pop songs were better. In fact, we all see that last year was better in terms of music posts every single year on Reddit. Well, for western pop music it seems no different. Every decade people complain how pop music from the previous decade was better in terms of music. Whether music quality decreased as time passed or didn't, it isn't our topic now. But as time passed, the biggest change happened to instrumentals and people had a hard time to adjust, and that is exactly our topic.

Instrumentals from 60s to 90s music were still pretty much dominant with instrumentals. *(90s imo were the transition era to today's music where beats were also used, plus there was heavy influence from other genres)* but in 00s and today's music there is a lack of instrumentals and dominant electronic music influence. Now you probably wonder why I did a mini music history lecture? Well, here is why. Kpop still uses instrumentals a lot more than western music actually. It's not dominant like it used to be in 60s-90s western music but compared to today's music there is a mix of instrumental usage and electronic music influence. This is also one of the reasons why people like to compare 90s music to kpop and claim kpop follows western music a decade behind. *(Which I don't agree but another day's fight, if you guys interested I can make another post about to discuss.)*

So as I said there is a good usage of instrumentals in kpop. Drums, guitar, piano, trumpet, horns, sax... I even stumbled songs including violin which is so precious to me since I have a background for that. Back to our agenda, let me give few examples. Rum pum pum by fx, Good Thing by Taeyeon and NCT127... with many more.

There are also songs outside SM, like Love Scenario by Ikon and KTL, HYL T intro by Blackpink. In fact you can find a lot more them easily by a small research in reddit. Notice how it varies and consists a lot more compared to western music.

One of my friends who gave her life to play piano and a fan of classical music, and somehow likes pop music but despises kpop with her whole heart actually really appreciates this side of kpop. She always complained how pop music sounded a bit empty to her and wished more instrumentals in recent pop songs like 90s. (*Yeah I agree, what a boomer lol*).

Although she appreciates the usage of instrumentals she still thinks same issue has in kpop and honestly I am inclined to agree. Despite the good usage of instrumentals I have a problem with the emptiness some kpop songs have musically. Cheer Up by Twice (*for me*) is an example. Kpop and western pop, They are not completely different after all.

But that's where SM songs differ. They are most likely to have rich, layered instrumentals which I admit will create a hard listening to audience but also a good one. Power Up, Rookie, Touch, Superhuman greatest examples. This situation creates same issue like chord progressions. Hard listening but longevity with lots of layers and instrumentals vs easy listening and catchy but empty, forgettable, bland songs. I have to make a disclaimer here. This is not my opinion but general criticisms those songs get. Of course in the end it's a preference and usually western pop music and to some extent kpop choose the latter.

The core of pop music is to create instant hits and after a short time create another one. Pop music doesn't aim longevity, it aims big hits. And no pop music industry is different in that sense. So second option makes sense right? And we all like those songs, no lie detected. And if you manage to do both (*longevity, big hit, influence...*) then you are a certified legend like Queen, Michael Jackson etc. So it makes sense when companies do easy listened pop songs that consumed quickly, then they will produce another one. So it's not a bad thing actually. It Works! But it's not whole industry... There are still groups/soloists that produce instrumentally rich songs, and pop-rock as genre seems to be rising lately.

What SM does differently than current is creating layered, instrumentally rich songs that will probably be listened for a long time by their fans. And if they get attention by public and beloved then even better. That's how you create a certified legend groups which has both longevity and attention like most of their groups. This is actually my main reason why SM still is the most influential company in music for Korea.

Counter arguments could easily show me SM songs that aren't like that. There are a ton of them. NCT U (*imo*) was created for easy listening songs. Puzzle piece, one of their recent releases, has almost non-existing instrumentals. You can easily find a ton of chilling, instrumental free and easy listened songs in SM groups albums. So why I did say this is

one of their trademark elements + the reason why they are so influential?

Well, look at majority. SM has a long history, big discography. Also their highly deserved reputation to experiment with songs made possible to find almost everything in their discography. (*Srsly everyone can find something for them in SM, one of many reasons again why they are highly liked and influential*) But look at the majority of their songs, and most importantly the ones that are lead single which makes those songs representative of an album.

One example I have to give is NCT127's Superhuman. That is the best produced kpop song imo dont tag me. A criticism towards that song (*and mainly SM in that sense*) is over-production. But honestly if its a smart production, its worth it. And what mainly makes people dislike those kind of songs is the hard listening created by layered and rich instrumental elements. Which is understandable, its a preference and what SM does is also a stylistic choice. But for me this element in their songs remains as the biggest contributor to their greatness of their songs.

## 6. Adlibs/Background vocals

My music teacher created a whole class for adlibs/background vocals. She promised extra credit for the ones that participated. But I must admit when I found out the

topic I was more than disappointed. Now I understand how I underestimated the importance of the issue back then.

Adlibs are the biggest power in music industry. A good usage of adlib and proper timing makes a song better. ABBA is the biggest example I can give. (*Because in whole lesson we studied her.*) My teacher used to claim that the reason why her “Knowing Me knowing You” song was catchy is because of the adlib “a-ha”. Well, debatable. But still, adlibs makes songs stronger, powerful, catchy... If I tried to understand why some songs lacked catchiness, first thing I would look would be adlibs. (*From now on try to notice the usage of adlibs in kpop or comment what you already noticed.*)

Now I am not gonna hold back but how SM producers (*usually*) use adlibs are genius. But they have their bad days as well. Let me start with a bad example. With this example notice the power doesnt rely on the adlib but rely on the CORRECT way and timing of adlib.

My example is from Red Velvet Really Bad Boy. Song itself is very layered and rich instrumentally. You know how I mentioned a song that has too many layers creates a hard listening for audience... For a song like that what you shouldnt do is add many more adlibs and background vocals that creates even more layers. RBB has an excessive usage of adlib and background vocals, some of them being in high

pitch... It makes so hard to listen even for SM standarts. Not only they are unnecessary but also timing of those adlibs are questionable. From my personal experience the song grew on me and all those layers started to not bother me so much. But all those critisims towards RBB was pretty valid and I feel like that song was a wasted opportunity. But dont worry! RBB stays as an execption. Now lets come to the good examples where adlibs used correctly and made the song better.

Because I am an Nctzen, I will mainly give examples from NCT. But its valid for every other SM group as well. Now there are diffrent ways they use adlibs. One of them is using an unique voice to harmonize with rest of members. For example: Chain where Haechan's unique voice harmonizes with Mark. Also Go by Dream, in the last chorus they harmonize together which also makes Haechan's unique voice stand out. Talking about unique sounds, they also used Taeyong's raspy voice for a while. But the thing about unique voices is that it could backfire easily. So thats why there isn't too much example of Haechan doing adlibs compared to other members.

Sometimes what an adlib should do is to blend in rest to make the song stronger. Those kinds of adlibs usually go unnoticed if you are not a good listener. For example, remember when Mark's adlib "that was useless" went viral exactly one year later from the release of Simon Says. There were mixed responses, when some people didnt catch that

adlib some people already knew it. That's exactly how an unnoticed background vocal/adlib makes song better. Also 7th sense, the debut of NCT U. The song itself is iconic and beloved. Notice the background vocals by Ten and adlibs by Doyoung. Also Mark's adlibs in the last verse of song with Taeyong. Did you catch how emphasizing some words does song better? Even members themselves said Mark's adlibs were the point of the song in MV commentary section and honestly I agree. Good catch boys! Another good example is Go by NCT Dream. Go is very famous with rap parts because its really enjoyable to listen to. Now listen for the adlibs Mark does in Jaemin's verse and in his verse. Without those adlibs I can assure you it won't create the same effect. Also chewing gum, in Mark's verse there are background vocals as well. Boss, arguably the most popular MV for the moment. Notice how Mark's verse again has good usage of adlibs and doubling. *(the fact that he suggested that in the recording diary to the producers impresses me, without those elements I can easily say it wont create the same effect.)* also note the last verse when Doyoung's vocals collides with Markyong verse and how they compliment each other. *(Markyong as duo knows how to use adlibs for each other thats why they are always praised for being a fitting duo.)* Also highway to heaven and Regular uses adlibs fairly well. You know that song is iconic even the adlib itself "brrah" is iconic. And lastly Jopping, in the iconic verse of Mark did you catch the adlibs? Well, hear more carefully.



For NCT it looks like they prefer to use Mark's voice for adlibs. *(Even in their latest comebacks Kick it, Punch most adlibs were done by Mark.)* Which is understandable because he has the perfect voice for it. I can't imagine anyone except Mark doing those adlibs. Voice quality is really an important factor for adlibs. Jaehyun, Jisung, Jeno (*imo*) has fitting voices for adlibs as well. For adlibs either it should be incredibly unique or it should blend very well with the background. So to some extent all members' voice is usable but I think it's fitting to use Mark's voice for adlibs. And for background vocals Jaehyun and Doyoung's vocals seem to be the most fitting. *(This is honestly my opinion if you disagree or want to know why I think like that write in the comments.)*

Honestly there are so many examples of great adlib usages in SM, not only NCT but all of their groups... It becomes so much better when you pay attention to those and notice the impact they do!

To sum up I am having a hard time finding a SM song where it doesn't consist of any sorts of background vocals or adlibs. I challenge you all, find me one and write in comments. But on the serious note it's impressive how they use adlibs and background vocals effectively.

## 7. Verses

I quote: "A good song needs a good chorus, a great song needs a great verse." Here I talked about SM choruses, bridges even adlibs but lets take a moment and discuss the verses and the transitions between them. A good verse should blend with the song, it should be well connected. The transition between verses should be either smooth or it shouldn't break the songs flow no matter how sharp it is. Those sharp transitions are done to create a shock effect but even in those situations the transition must be carefully done, in order to keep the songs flow together. A great verse on the other hand should be a stand out, it should be memorable. (Jopping obligatory Mark's verse, Irene Psycho original visual, 7th Sense Mark's verse, Boss Lucas's verse...)

We can't say the same for all SM songs but notice how some of iconic and most memorable parts are not the choruses. Its verses. Psycho Irene's original visual part, Wendy's part... Boss by NCT U Lucas's part and many more... Its really interesting how stand out moments in Boss and Psycho the pressure is in both bridge and verses and not in chorus, chorus only contains harmonization with members. And both songs are the most popular hits internationally of their respective groups.

So what makes SM music influential? Where does other companies stand and how they differ?

To conclude here are 7 elements that I think what SM music special. Of course I have to give credit to their versatility in concepts and experimenting with music with different genres. But overall its impressive how producers managed to keep their sound special despite all those years, different groups and different genres. In the end having a constant sound that people loves is the key of the longevity. It's no surprise how SM ent. managed to survive despite competitive industry and managed to influence with their music.

When it comes to other companies what I noticed is that YG uses percussions a lot more than other companies, since that creates a good atmosphere for a rap verse. For example look at HYLIT, verses and even chorus was mainly percussions. Also Teddy as producer is known to have a particular style. *(Song structure and instrumental wise Teddy seems to keep his work constant.)*

When it comes to JYP, they dont have a constant sound as a company but the groups I would say has established their sounds look at Itzy, Stray Kids, Twice etc. I know Got7 always criticised for not having a constant sound but except them all of their groups have an established sound for themselves. *(For this point I think Stray Kids being self produced helped,*

*music wise their girl groups seems more utilized then their boy groups.)*

When it comes to smaller companies I dont see any pattern for their music but some groups established their sound. For example despite being a rookie group and having different concepts G idle has an particular sound that their fans like. Again probably being a self produced group helped because that is not the case for CLC even tho I love them to death CLC is one of those groups that failed to maintain a sound. So props to Soyeon, she is doing a good job! Iz one as a rookie group their music seems to be very consistent. There are many groups like that, let me know in the comments which groups managed or failed to maintain their sound in your opinion.

Also note that doing different concepts doesnt mean failing to maintain a sound. Versatility is expected and appreciated when keeping the elements of your original sound. That is actually the key for having succesful varied songs. I feel like having a particular sound is the biggest contributor to a groups success. Notice how a constant sound makes a group popular or help them stay relevant for a long time. Same goes for companies. For a company to hit big they need to establish a constant sound. This is valid for music industry but of course kpop has many aspects so big companies establishing themselves in those areas would be also accepted. Music is not the only aspect of the kpop so if a

company is known for another aspect of kpop it would be understandable. What I mean is this situation doesn't only apply for music but for everything. In order to be famous you have to bring something to the table constantly. For kpop it can be dance, vocals, visuals music etc... Notice how big3 companies already did that. And small companies failed that or partially succeeded that. *(Side note Bighit is also in the process of establishing that imo that element is story-telling. But for now I don't see an established sound for them. Tho it needs time and more groups, so let's do that discussion 10 years later lol.)*

But when it comes to our topic, to be influential in musical aspect of kpop you have to have a constant sound with similar elements that doesn't change through years in order to keep your audience, that's what SM production succeeded. *(And with versatile concepts and different genres it is aimed to gain/reach new fans. So notice how two most important elements of music is used for marketing directly. Versatility=for new fans. Constant sound=for your audience. Result: Longevity and influence.)*

Side note as time passes music evolves so for companies and groups it's expected to adjust to the new sounds and wishes of new generations but keeping their original elements is the key. One great example would be Into the New World by SNSD and Little Touch. Their first and last song and has 10 years between them. It's a great example of adjusting their

sound to new generation but keeping the same old beloved elements. As you can see both of them are hits.

So what does future look like for SM? Will they influence music industry with NCT and SMNGG?

Until here I explained SM elements that makes them influential in music industry but with the direction they take with NCT will they be able to keep that? Even tho we dont know anything (*literally*) about SMNGG let's talk about their role as well. For this question my short answer would be: idk. So feel free to not read the rest, the conclusion would be the same. But for long answer, first lets take a look at the direction NCT takes and how it differs from other SM groups and why it can be gamechanging or doomed to fail.

As everyone knows, NCT operates in subunits and each sub unit has their own sound. This is the main reason why SM created subunits at first. All subunits benefit from SM's trademark sound. But of course have their unique soundings as well.

NCT Dream had a concept of youth and their sound was more of a classic SM with doing different genres. I wonder what will they do since they scraped the graduation system and they are still the only unit that didnt get a full album, so their

musical direction might change. But I feel like SM wanted Dream for domestic market and that's why they will hold their elements much more dominant compared to other units.

WayV reminds me early EXO and Shinee music and has much more electronic music influence. From their latest album it looks like they won't change their sound any time soon. Since they are aimed for Chinese market it makes sense.

NCT U doesn't have a fixed lineup or a constant concept, their music varies genre wise but when it comes to their sound I feel like it's more mainstream and easy to listen. NCT U is a perfect unit to introduce new Nctzens since their songs are more kpop community friendly for several reasons. *(MV view wise notice how they perform better, Boss being the first MV that hit 100M... There are several reasons why U as a unit gets more attention but their easy-listened songs are one of the reasons. That's why many people think an NCT U cb will blow them up.)*

Lastly, NCT127. They are known for their strong beats, bass heavy and rap centered songs. As well as they have their free share of SM's trademark sound it looks like they incorporate different soundings as well that may be influence other groups in future. I think you know what I am talking about, yeah noise music.

But first I need to make a disclaimer here. Noise music is another genre that is completely different from what has been referred. NCT 127's music is not noise genre and no other kpop group does noise music as well. Only thing NCT127 does is incorporating few noise elements for some of their tracks. For example, Baby Dont like it squeaking sounds, Firetruck-Cherry Bomb sirens, Simon Says intro are some examples. Other units did that as well... NCT Dream Drippin for example. And from their seniors EXO used squeaking sounds in Tempo. From other groups Stray Kids used siren sounds just once. What I am trying to say with these examples are only NCT127 consistently incorporates noise elements (*there is a notable amount of noise incorporations in their music*) and even that is not enough to call them as a noise genre. I am aware that noise was used to insult NCT and Nctzens took it as a compliment and then other kpop fans such as Stray Kids, Itzy, Ateez, Monsta X fandoms started to use the term. But it doesn't change the fact that noise is misused. All I can say right now is that NCT127 used some noise elements and possibly turn that to their trademark. But Kpop fans basically call noise everything that has the smallest edm, hard hitting elements. For that logic people should also call Jopping noise... which I again repeat is wrong! All those groups have strong beats, edm elements, that's actually the musical direction that 4th generation goes. And NCT also has this elements but their other aspect noise is something different.



If SM is going to influence music industry with NCT then we must see these noise elements more in kpop, which for now we don't. If kpop fans would differentiate edm elements and noise elements then they would see that NCT wasn't the group that started edm elements (*arguably popularized*) but the group started to use noise elements. The start of edm trend would go back to 2nd gen. Bigbang, 2ne1, f(x), Super Junior are few examples. From 3rd gen BTS, Blackpink, EXO had few edm centered tracks but it wasn't dominant for their music. For 4th generation groups, they are using edm elements heavily but not noise elements.

To call SM and NCT influential in future we must see noise elements by other groups. So when people say NCT are the pioneers of noise music it's actually wrong (*for now.*). People mean edm elements by this term (*still misused tho*) but it's again wrong. They are not the group that started the trend, arguably popularized for 4th gen but in order to call NCT pioneers of noise music and say SM will be (*again*) influential in music industry for 4th gen we must see noise elements outside of NCT.

But since 4th gen just started, it is possible. And I think that's exactly where SMNNGG's role plays. If SM incorporates noise elements in SMNNGG's music as well and manages to popularize those elements with both groups (*one bg one gg and those elements reach all audiences*) then it's very likely for other groups in future to follow that trend. Otherwise NCT

*(despite their concept)* might not be enough to reach all audiences with noise elements. To sum up my long answer: I dont know. SM might take another musical direction with SMNGG and even chage the sound of NCT.

So this is the end of my post, hope you guys liked it. I dont think many people will read it till the end but if you actually read it all I just want to say...

Thank you!