

Starr-Waterman

American Popular Music

Chapter 13: The 1980s: Digital Technology, MTV, and the Popular Mainstream

Student Study Outline

- I. 1980s: recession in the record industry
 - a. **MTV: Music Television**
 - b. Corporate consolidation
- II. Digital Technology and Popular Music
 - a. **Analog recording**
 - b. **Digital recording**
 - c. Synthesizers
 - i. 1980s: completely digital synthesizers
 1. **Digital sampler**
 2. **Digital sequencers**
 3. **Drum machines**
- III. The Pop Mainstream of the 1980s: Some Representative Hits
 - a. “Lady,” written by Lionel Richie; performed by Kenny Rogers (released 1980)
 - i. **Kenny Rogers** (b. 1938)
 - ii. **Lionel Richie** (b. 1949)
 - b. “What’s Love Got to Do With It,” written by Terry Britten and Graham Lye; performed by Tina Turner (released 1984)
 - i. **Tina Turner** (b. 1939)
 - c. “Sweet Dreams (Are Made of This),” written and performed by Eurythmics (released 1983)
 - i. **Eurythmics**: consisted of a core of only two musicians:
 1. **Annie Lennox** (b. 1954)
 2. **Dave Stewart** (b. 1952)
 - ii. **Synth-pop**
 - d. “Jump,” written by Eddie Van Halen, Alex Van Halen, Michael Anthony, and David Lee Roth’ performed by Van Halen (released 1984)
 - i. **Van Halen**
- IV. Box 13.1: “Sledgehammer,” written and performed by Peter Gabriel (released 1986)
 - i. **Peter Gabriel** (b. 1950)
 - ii. Success in part due to massive exposure on MTV—video was eye-catching, witty, technically innovative work that pushed the frontiers of the medium
- V. A Tale of Three Albums
 - a. *Thriller* (Michael Jackson, 1982)
 - i. **Michael Jackson** (1958-2009)
 - b. *Born in the U.S.A.* (Bruce Springsteen, 1984)
 - i. **Bruce Springsteen** (b. 1949)
 - c. *Graceland* (Paul Simon, 1986)

- i. **Paul Simon** (b. 1941)
- VI. Box 13.2: Broadway in Recent Times
 - a. Three factors that account for Broadway’s recent success:
 - i. Emergence of the “mega-musical”
 - ii. Revivals of older musicals
 - iii. “jukebox musicals”
- VII. “Baby I’m a Star”: Prince, Madonna, and the Production of Celebrity
 - a. Madonna and Prince
 - b. Madonna**
 - i. Madonna Louise Veronica Ciccone (b. 1958)
 - ii. Listening Guide: “Like A Virgin”
 - 1. Written by Billy Steinberg and Tom Kelly; performed by Madonna (recorded 1984)
 - c. Prince**
 - i. Prince Rogers Nelson (1958-2016)
 - ii. Listening Guide: “When Doves Cry”
 - 1. Written, performed, and produced by Prince (1984)

VIII. Key Terms

Analog recording	Digital sequencers	MTV
Digital recording	Drum machines	Synth-pop
Digital samplers		

IX. Key People

Annie Lennox	Lionel Ritchie	Peter Gabriel
Bruce Springsteen	Madonna	Prince
Dave Stewart	Michael Jackson	Tina Turner
Eurythmics	Paul Simon	Van Halen
Kenny Rogers		