

# Chapter 4

## Pop Music in the Early 1960s

1. Music business/trends
  - a. Rock 'n' roll musicians participated more fully in business
  - b. Some musicians and fans embraced the genre's outsider status
  - c. Commercial possibilities included hybrid forms
2. Ray Charles
  - a. Known as the "Genius of Soul"
  - b. Established his career as a jazz and rhythm & blues musician in Seattle
  - c. Gritty vocal approach incorporated effects from the African American preaching tradition
  - d. Established mass-market success with the R&B song "What'd I Say?" in 1959
  - e. The first important soul artist
  - f. Country-oriented recordings of the 1960s were successful on the rhythm & blues and pop charts, but not the country charts.
3. Sam Cooke
  - a. Established his career in Chicago
  - b. Cooler vocal approach shaped by the influence of Nat "King" Cole
  - c. Embodied the tension between secular/gospel music
  - d. Politics resided more in his life than music
  - e. Recorded one well-known political song, "A Change Is Gonna Come"
  - f. Major influence on rock
  - g. "You Send Me," "Shake," and "A Change Is Gonna Come"
    - i. "You Send Me"
      1. Designed to appeal to a large audience
      2. Distinctive because of Cooke's voice and personality
      3. Makes use of *melisma* (a single word or syllable is stretched out over multiple pitches)
    - ii. "Shake"
      1. Hard-driving dance number
      2. Sound fuses jump band rhythm & blues with rock 'n' roll
      3. Song itself combines elements of blues and TPA from
    - iii. "Change is Gonna Come"
      1. The "B" side of "Shake"
      2. Generally regarded as Cooke's greatest song
      3. Recorded in 1963 and released posthumously
      4. Inspired by Dylan's "Blowin' in the Wind" and Cooke's experiences while on tour

5. Uses the influence of classical music to suggest "seriousness."
4. "The Twist"
  - a. Originally recorded by Hank Ballard and the Midnightriders
  - b. Covered by Chubby Checker
  - c. Enormously popular noncontact, free-form dance
5. Phil Spector
  - a. Began his career as a performer with the Teddy Bears
  - b. Apprenticed with Leiber and Stoller
  - c. Co-founded Philles Records by the age of twenty-one
  - d. Maintained a high level of involvement with all aspects of music-making
  - e. Established a new production model: small volume, high percentage of hits
  - f. Created the "Wall of Sound"
  - g. Business model based upon Tin Pan Alley
  - h. Fused the roles of songwriter and producer
  - i. "Be My Baby"
    - i. Among Spector's biggest hits
    - ii. Illustrates "Wall of Sound"
    - iii. Song begins with catchy hook in the drums
  - j. "Uptown"
    - i. Very early Spector recording
    - ii. Open, spacious quality
    - iii. Deals with class inequalities and social justice
    - iv. Includes Latin effects
6. Brill Building
  - a. Building where many New York-based songwriters worked for mostly independent labels
  - b. Became like a vertical Tin Pan Alley
  - c. Some Brill Building songwriters also had performing careers
7. Motown
  - a. Detroit-based record company founded by Berry Gordy Jr. (b. 1929)
  - b. Among the most successful black-owned businesses in the United States
  - c. Sought out the widest possible audience
  - d. Worked with a talented group of songwriters (some of whom were also performers)
  - e. Utilized first-rate studio musicians known as the "Funk Brothers"
  - f. Moved Motown to Los Angeles in 1971
  - g. "My Girl"
    - i. Romantic song in verse-chorus form
    - ii. Solo bass introduction hooks the listener's ear
    - iii. Layering sounds gives a sense of increasing passion
  - h. "You Can't Hurry Love"
    - i. Uses an unorthodox verse-chorus form

- ii. Form reflects the lyrical theme of “waiting”
- 8. The Beach Boys
  - a. Lead by Brian Wilson
    - i. Songwriter, arranger, producer, and performer
    - ii. Represented a new generation of rock 'n' rollers
  - b. Best-selling American rock group of the 1960s
  - c. Probably the most celebrated American rock group ever
  - d. Celebrated mythical California lifestyle
- 9. Other “surf music”
  - a. Jan and Dean
  - b. Dick Dale
  - c. Ventures