

Starr-Waterman
American Popular Music
Chapter 15: The Internet Age
Key People

Adele Adkins (b. 1988): She became a pop sensation in 2008; her 2011 album *21* spent 208 staggering weeks on Billboard 200 and has sold over 14 million units in the United States.

Arcade Fire: Canadian band that won the 2011 Grammy award for Best Album of the Year over the pop music star Lady Gaga and the rapper Eminem, making them the first alternative rock band to achieve that recognition.

Beyoncé Knowles (b. 1981): Singer, songwriter, dancer, actress, and celebrity who has become a symbol of female empowerment, including personal, sexual, and financial independence.

Creed: Rock band that aimed to spread their message through mainstream channels, promoting themselves as a rock band that dealt with Christian themes, rather than a “Christian Rock” band.

Drake (Aubrey Drake Graham, b. 1986): Canadian artist whose work combines egocentric, abrasive rapping and R&B-influenced singing and features collaborations with British, African, and Caribbean artists.

Frank Ocean (Christopher Edwin Brexoux, b. 1987): Idiosyncratic style straddles hip-hop and contemporary R&B.

Kanye West (b. 1977): Producer who developed a signature sound based largely on sampling soul hits of the sixties and seventies. West’s style was an indicator of hip-hop’s longevity; he produced many of the biggest hits of the early 2000s.

Kendrick Lamar (Kendrick Lamar Duckworth, b. 1987): Compton, California-raised rapper who has reaffirmed the artistic potential of the genre and its community-oriented, consciousness-raising heritage, reaching back to the groundbreaking work of Public Enemy; created concept albums that are cinematic in scope, drawing in a vast range of musical references, and dealing with topics seldom addressed within the tough-guy framework of rap music, including depression, the fear of failure, and “survivor’s guilt.”

Linkin Park: Band that blended traditional rock instrumentation with turntables and other electronic instruments, exemplifying the decreasing significance of genre boundaries in the new millennium.

Macklemore (Ben Haggerty, b. 1983): Performed in duo with Ryan Lewis who continued with tradition of bestselling white artists in hip-hop.

Marshall “Eminem” Mathers (b. 1972): White rapper who embodied the increasingly blurred line between rock and hip-hop.

Nickelback: Rock band that continued to embrace a traditional approach to the music and business of rock; mixed a mid-tempo post-ground sound with country influences, particularly in their vocals and use of acoustic guitars.

Nicki Minaj (Onika Tanya Maraj, b. 1982): Trinidadian-born, New York City-raised rap diva and fashion icon whose animated, word-play filled performances incorporate a cast of colorful alter egos.

Outkast: Georgia duo of Andre “Andre 3000” and Antwan “Big Boi” Patton who came to prominence in 1994 with the release of their album, *Southernplayalisticadillacmuzik*.

Radiohead: Band who began their career firmly within the boundaries of alternative rock, but subsequently experimented not only with diverse musical influences but also with varied approaches to marketing and distribution of their music.

Ryan Lewis (b. 1988): Performed in duo with Macklemore who continued with tradition of bestselling white artists in hip-hop.

Shawn “Jay Z” Carter (b. 1969): Embodied the role of the “hustler” in his music, which sent an intrinsic message about both his roots in Brooklyn and his intention to leverage those experiences to rule the world of popular music.