

Starr-Waterman
American Popular Music
Chapter 15: The Internet Age, 2000–
Student Study Outline

- I. “retro” impulse: frequency and intensity of references to past decades intensified in the 2000s
- II. No signature style of the 2000s
 - a. Genres: hip-hop, alternative rock, electronic dance music, Latin pop—difficult to identify any “breakthrough” albums that have changed the pop music landscape
- III. The Impact of Digital Recording
 - a. **ProTools**
 - b. **Auto-Tune**
- IV. Music and the Internet: The Revolution Will Be Streamed
 - a. **MP3**
 - b. **Napster**
 - c. **Recording Industry Association of America (RIAA)**
 - d. From the iPod to iTunes
 - i. **iPod**
 - ii. **iTunes**
 - e. Streaming Audio
 - i. **Streaming**
 1. **Pandora**
 2. **Spotify**
 3. **Tidal**
 - f. YouTube
 - i. **YouTube**
- V. Box 15.1: Old School Media in the New Millennium: Radio and Vinyl
 - a. Commercial radio
 - i. Early 21st century: radio broadcasting dominated by Clear Channel Communications
- VI. “On the Road Again”: The New Popular Music Economy
 - a. Renewed focus on baby boom generation as a primary source of revenue
- VII. Rock Music in the 2000s
 - a. Process of creating rock music has changed
 - b. Nickelback’s Traditional Approach to Rock Music
 - i. **Nickelback**
 - c. Linkin Park
 - i. **Linkin Park**
 - d. Creed and Christian Rock
 1. **Creed**
- VIII. Radiohead and Arcade Fire
 - a. **Radiohead**

- i. Listening Guide: “Bodysnatchers”
 - 1. Written by Colin Charles Greenwood, Jonathan Richard Guy Greenwood, Edward John O’Brien, Philip James Selway, and Thomas Edward Yorke; performed by Radiohead (released 2007)
 - b. Arcade Fire
 - i. Concepts of “mainstream” and “alternative” began to lose their meaning
 - ii. **Arcade Fire**
- IX. Hip-Hop in the New Millennium
 - a. Jay Z
 - i. **Shawn “Jay Z” Carter** (b. 1969)
 - b. Kanye West
 - i. **Kanye West** (b. 1977)
 - c. Eminem
 - i. **Marshall “Eminem” Mathers** (b. 1972)
 - d. Outkast
 - i. **Outkast**
 - 1. Listening Guide: “Hey Ya”
 - a. Written and produced by André 3000; performed by OutKast (released 2003)
- X. Hip-Hop Stars of the 2010s
 - i. **Drake** (Aubrey Drake Graham, b. 1986)
 - ii. **Nicki Minaj** (Onika Tanya Maraj, b. 1982)
 - iii. **Frank Ocean** (Christopher Edwin Breaux, b. 1987)
 - iv. **Macklemore** (Ben Haggerty, b. 1983)
 - v. **Ryan Lewis** (b. 1988)
 - vi. **Kendrick Lamar** (Kendrick Lamar Duckworth, b. 1987)
 - 1. Listening Guide: *To Pimp a Butterfly*
 - a. Studio album written and performed by Kendrick Lamar (released 2015; executive producers Anthony “Top Dawg” Tiffith and Dr. Dre)
- XI. 21st-Century Divas: We Never Go Out of Style
 - a. **Beyoncé Knowles** (b. 1981)
 - b. **Adele** Adkins (b. 1988)
 - c. Taylor Swift (b. 1989)
- XII. Conclusion: American Popular Music in the Age of Globalization
 - a. Increasingly difficult to sustain the distinction initially drawn between mainstream and margins
 - b. Impact of digital technologies
 - i. Spread of digital technology: process of decentralization
- XIII. Box 15.2: Rock Around the World
 - a. International influence of American popular music
- XIV. Key Terms

Auto-Tune	Pandora	Spotify
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iPod iTunes MP3 Napster	ProTools Recording Industry Association of America (RIAA)	Streaming Tidal YouTube
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XV. Key People

Adele Arcade Fire Beyoncé Knowles Creed Drake Frank Ocean	Kanye West Kendrick Lamar Linkin Park Macklemore Marshall “Eminem” Mathers Nickelback	Nicki Minaj Outkast Radiohead Ryan Lewis Shawn “Jay Z” Carter
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