

# Chapter 4

## Sound Recording and Popular Music

# Music and the Internet

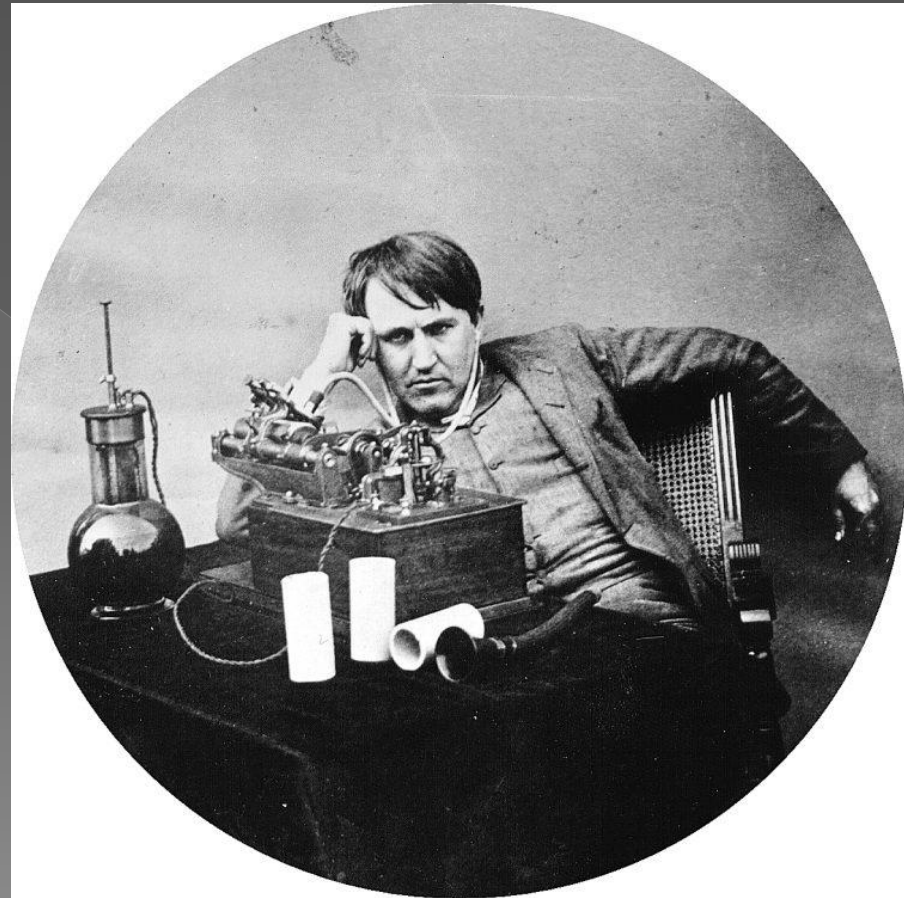
“It’s not supposed to be a model for anything else. It was simply a response to a situation. We’re out of contract. We have our own studio. We have this new server. What the hell else would we do? This was the obvious thing. But it only works for us because of where we are.”

—Radiohead’s Thom Yorke

# From Cylinders to Disks: Sound Recording Becomes a Mass Medium

## ● Milestones

- > de Martinville, France, 1850s
- > Edison's phonograph, U.S., 1877
- > Bell & Tainter's graphophone, 1886
- > Berliner's gramophone, 1887
- > Victrola, 1906
- > Vinyl records, early 1940s
- > 33-1/3 rpm LP record, 1948
- > 45-rpm record, 1949

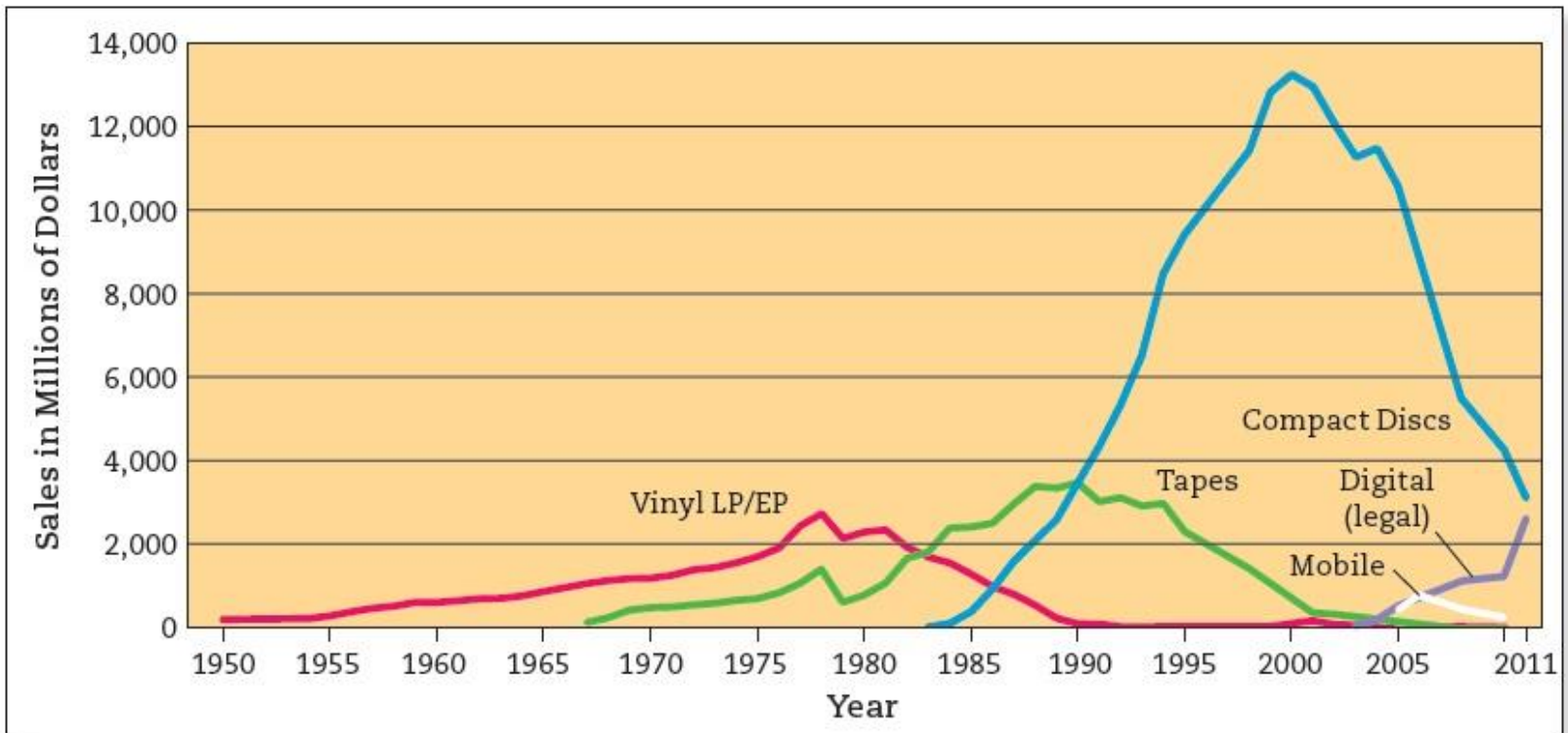


# From Phonographs to CDs: Analog Goes Digital

## ● Milestones

- > Plastic magnetic audiotape, 1940s
- > Stereo sound, 1958
- > Digital recording, 1970s
- > Compact discs, 1983
- > MP3s, “music in the cloud,” and music piracy issues, now

# Figure 4.1: Annual Vinyl, Tape, CD, Mobile, and Digital Sales



# The Rocky Relationship between Records and Radio

- Record sales dropped off in 1924 due to the emergence of radio.
- ASCAP established music rights fees for radio by 1925.
- Began to cooperate when television became popular
- Royalties issue arose again with music streaming companies.
- The free programming of radio threatened the recording industry. The alliance of the two media eventually enabled both to prosper.
- Before the Internet, the first major media convergence involved the relationship between the sound recording and radio industries.

# Convergence: Sound Recording in the Internet Age

- MP3s and file sharing
  - > MP3 format developed in 1992.
  - > Supreme Court declared free music file-swapping illegal in 2001.
  - > iTunes is the model for legal music downloading.
- Music in the cloud
  - > No physical ownership of music
  - > Subscription and cloud services
- “Music in the cloud” eliminates the physical ownership of music. Listeners use free or subscription streaming services such as Pandora to create Internet music radio channels accessible on almost any Internet-connected device.

# The Rise of Pop Music

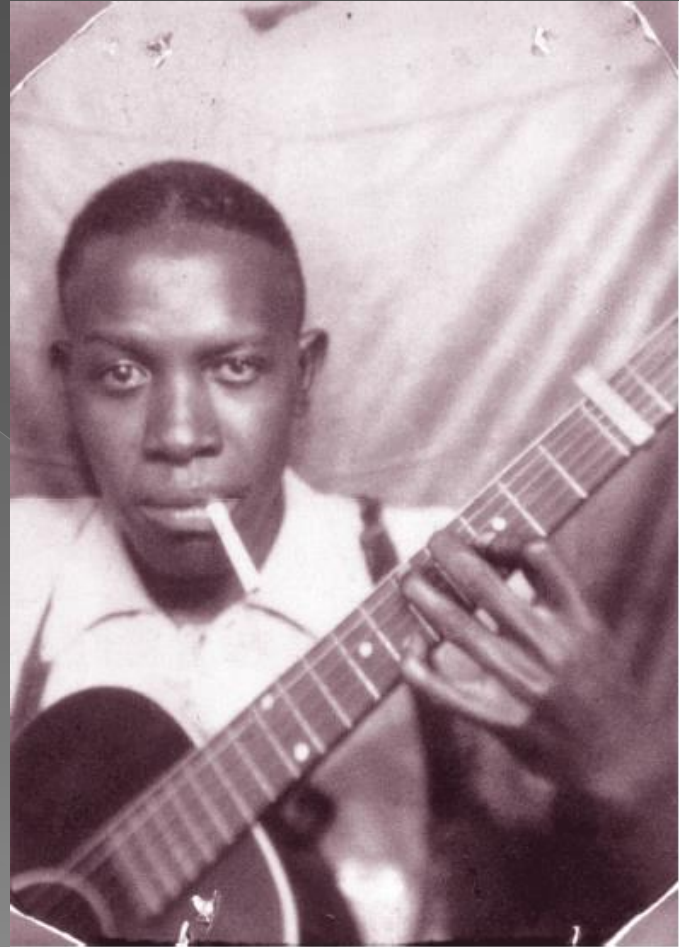
- Tin Pan Alley
  - > Published sheet music
  - > Sales increased with the popularity of the phonograph.
  - > Helped popular music become a mass medium
- New forms of popular music
  - > Jazz
  - > Crooners





# Rock and Roll Is Here to Stay

- Rock and roll (mid-1950s)
  - > Blues slang for sex
  - > Influenced by social, cultural, economic, and political factors
  - > Rhythm and blues (R&B)
    - Blues-based urban black music
  - > Popular with teens
  - > Beginning of the integration of white and black cultures



- Rock and roll hit in the 1950s and was considered the first “integrationist music” in the United States. Blues music is the foundation of rock and roll.
- A significant factor in the growth of rock and roll was the breakdown of racial barriers between white and black cultures. C



# Rock Muddies the Waters

- ◉ High and low culture
  - > Chuck Berry, Elvis, and Bo Diddley



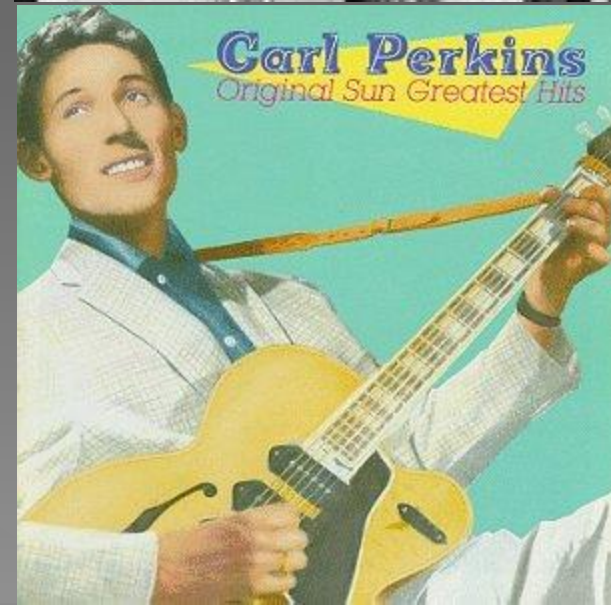
# Rock Muddies the Waters

- Masculinity and femininity
  - > Little Richard and Elvis
  - > Rock-and-roll stars such as Elvis Presley, Mick Jagger, and Little Richard often employed androgynous appearances, confusing issues of sexuality.



# Rock Muddies the Waters

- The country and the city
  - > Rockabilly
  - > The rockabilly sound (Buddy Holly and Carl Perkins) merged urban Memphis rhythms with Nashville country & western; rhythm and blues spilled into rock and roll.



# Rock Muddies the Waters

- The North and the South
  - > Southern culture and northern listeners
- 
- Like white teens today who are fascinated by hip-hop, white southern musicians like Elvis Presley and Buddy Holly were influenced by a black urban style of music.



# Rock Muddies the Waters

- ◉ The sacred and the secular
  - > Ray Charles and Jerry Lee Lewis
  - > Many of rock and roll's early figures had close ties to the church and gospel music.



# Battles in Rock and Roll

- ◉ Deejays Alan Freed and Dick Clark help rock gain acceptance.
- ◉ White cover versions often undermined black artists' music.
- ◉ Payola scandals portrayed rock and roll as a corrupt industry.
- ◉ Fear of juvenile delinquency led to censorship of rock and roll.



# The British Are Coming!

- Beatles invaded America in 1964
  - > Followed in the next few years by the Rolling Stones, the Zombies, the Animals, Herman's Hermits, the Who, the Yardbirds, Them, and the Troggs
- “Rock and roll” became “rock”
  - > Sent popular music and the industry in two directions



# Motor City Music: Detroit Gives America Soul

- ◉ Soul
  - > Merging of R&B, gospel, pop, and early rock and roll
- ◉ Berry Gordy and Motown
  - > Successful groups included the Supremes, Smokey Robinson, the Temptations, Mary Wells, the Four Tops, Martha and the Vandellas, Marvin Gaye, and the Jackson 5



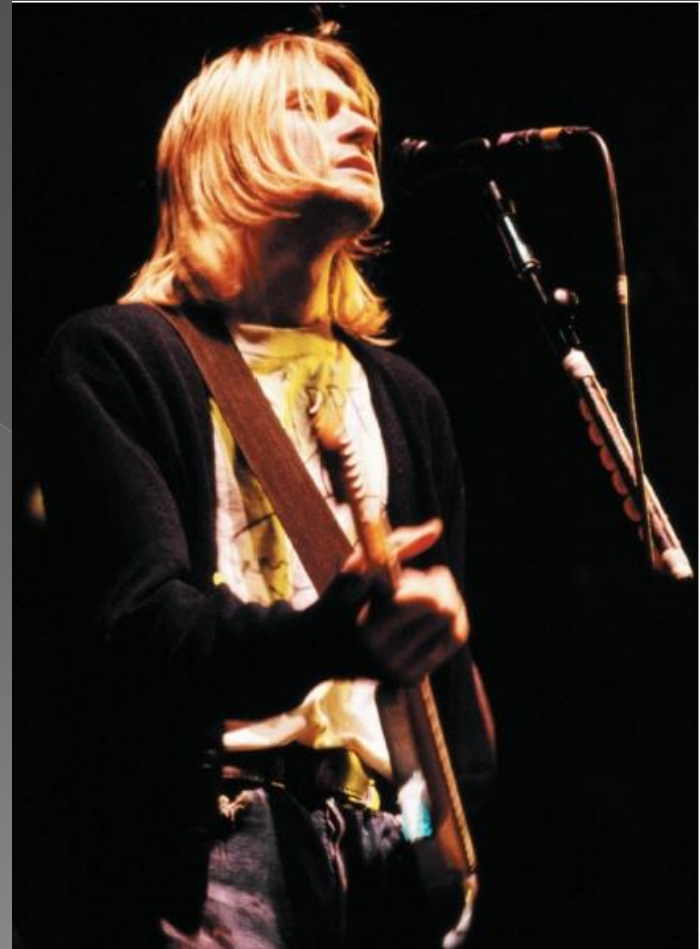
# Folk and Psychedelic Music Reflect the Times

- ◉ Folk music inspires protest
  - > Sound of social activism
  - > Joan Baez, Arlo Guthrie, Phil Ochs, and Bob Dylan
- ◉ Rock turns psychedelic
  - > Psychedelic era was influenced, and brought down by, drugs
  - > Jefferson Airplane, Jimi Hendrix, the Doors, and the Grateful Dead



# Punk, Grunge, and Alternative Respond to Mainstream Rock

- Punk rock
  - > Challenged the record business
  - > Ramones, Blondie, Talking Heads
- Grunge
  - > Messy guitar sound and appearance
  - > Nirvana, Green Day, Pearl Jam, Hole, Soundgarden, Nine Inch Nails
- Punk and grunge are sub-categories of alternative rock



# Hip-Hop Redraws Musical Lines

- Hip-hop
  - > Driven by a democratic, nonprofessional spirit
  - > Run-DMC, Public Enemy, Eminem
- Gangster rap
  - > Addresses gang violence, but also accused of creating violence
  - > Tupac Shakur, Notorious B.I.G., 50 cent, and Lupe Fiasco



# The Reemergence of Pop

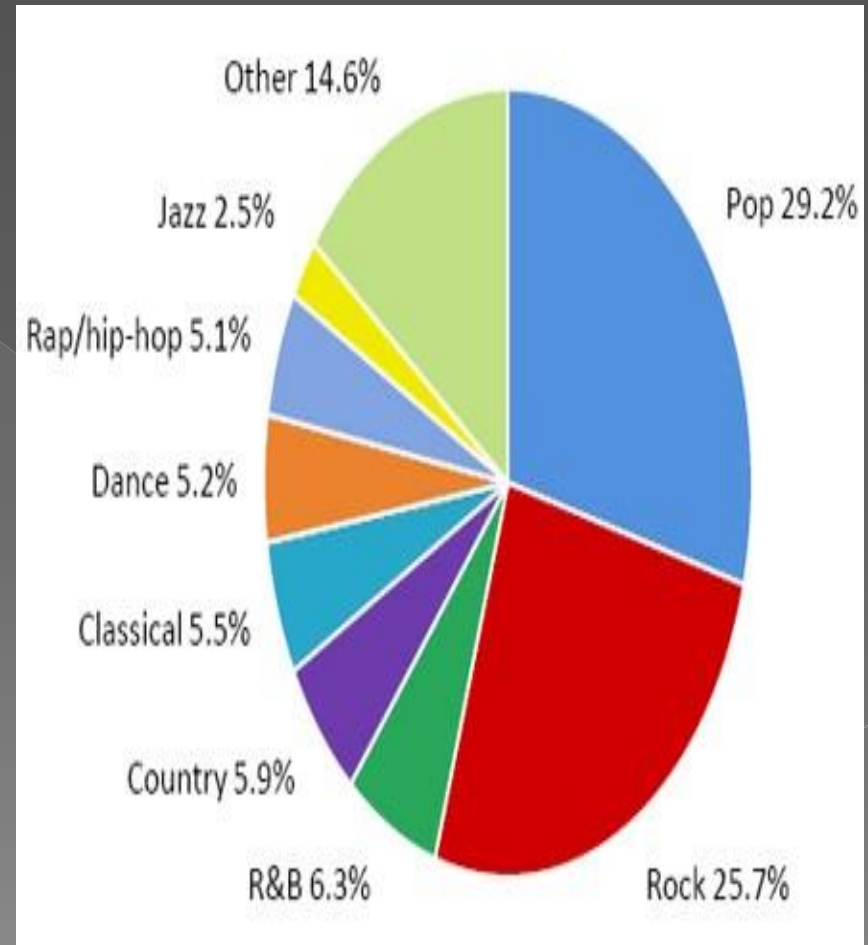
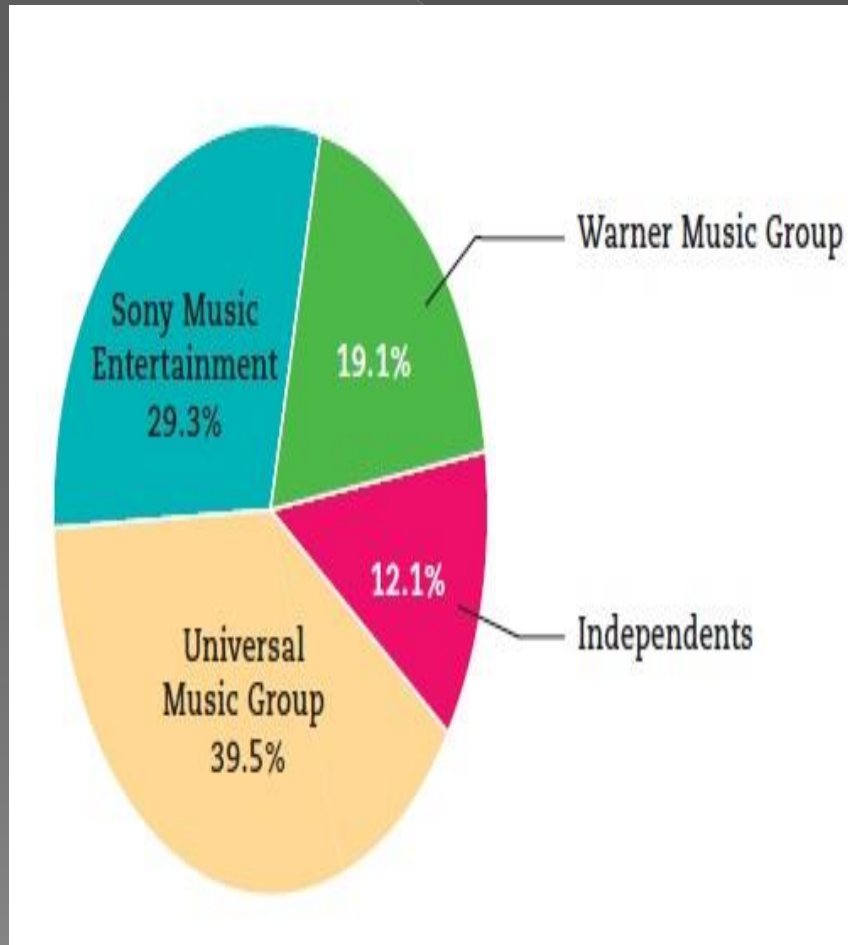
- ◉ Despite the emergence and popularity of other forms of music, pop music has endured.
- ◉ TV shows
  - > *American Idol* and *Glee*
- ◉ iTunes
  - > Biggest purveyor of pop
  - > Again made the single the dominant unit of music



# Music Labels Influence the Industry

- ◉ United States and global music business still constitute an oligopoly.
- ◉ Fewer major labels control more music.
- ◉ The indies spot the trends.
  - > Play a major role as the music industry's risk-takers
  - > Often swallowed up by major labels when successful

# Figure 4.2: U.S. Market Share of the Major Labels, 2011

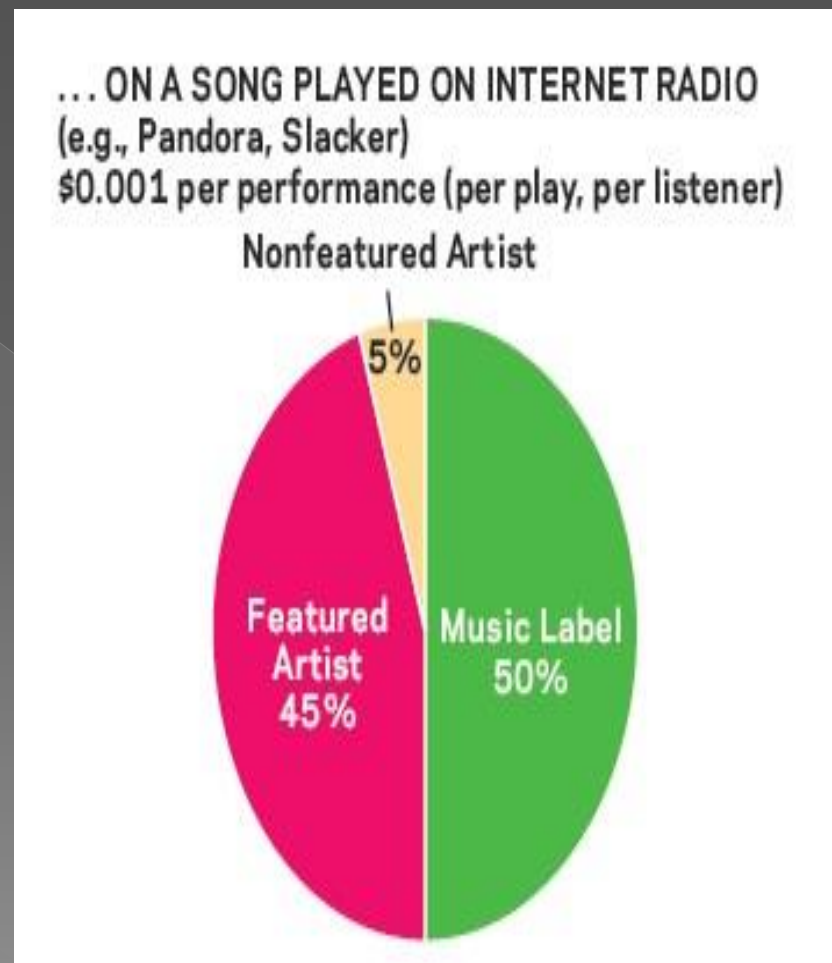
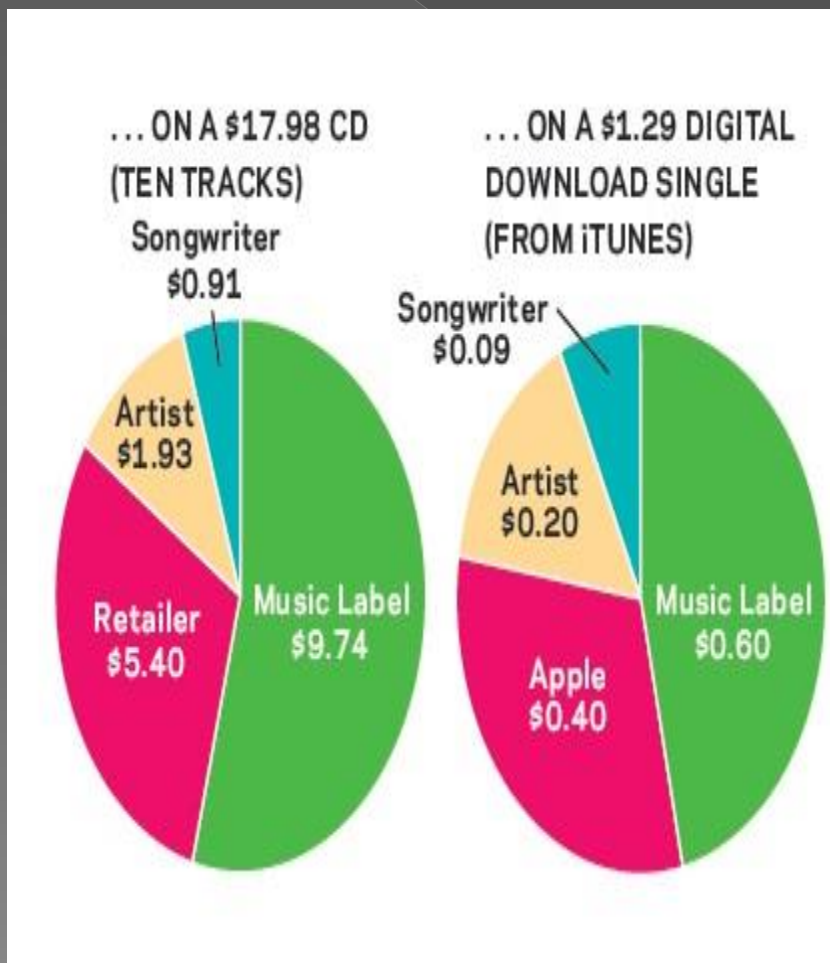




# Making, Selling, and Profiting from Music

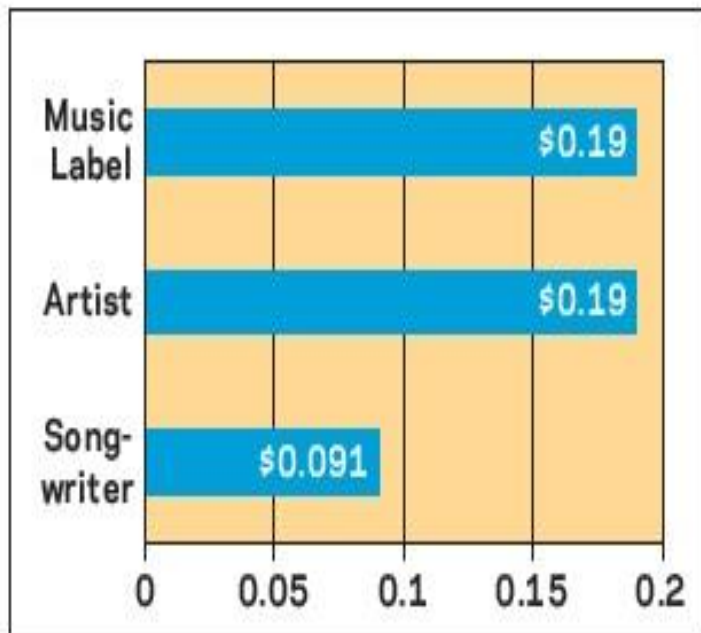
- ◉ Making the music
  - > Labels are driven by A&R (artist & repertoire) agents
- ◉ Selling the music
  - > iTunes, Anderson Merchandisers (Walmart and Best Buy), Amazon
  - > Subscription services
- ◉ Dividing the profits
  - > Depends on the medium

# Figure 4.3: Where the Money Goes



# Figure 4.3: Where the Money Goes

... ON A SONG STREAMED 60 TIMES ON A SUBSCRIPTION SERVICE  
(e.g., Spotify, Radio, MOG)



... ON A SONG PLAYED IN AN ONLINE VIDEO SERVICE



# Alternative Voices

- Indie labels continue to thrive.
  - > More viable by using the Internet as low-cost distribution and promotional outlet
  - > Some artists self-publish.
  - > Signed and unsigned artists can reach fans through social networking and video sites.



# Sound Recording, Free Expression, and Democracy

- Battle over rock's controversial aspects speaks to the heart of democratic expression.
- How can popular music uphold a legacy of free expression while resisting domination by giant companies?
- Popular music speaks to individual and universal themes.