Ch. 9: The 1960s
The 60s
The Decade

Civil Rights Movement

Vietnam War

Assassinations of JFK and Martin Luther King, Jr

Popular music played central, important role in defining the character and spirit of the 1960s!

Baby Boom Generation: “Rock n Roll” to “Rock”. Outlet for expression for generation coming to terms with American politics, racial climate in the country, controversial war in Southeast Asia
Early 60s: Dance Music & “Teenage Symphonies”

Trend: New kind of “social dancing”

The Twist (1959)

- Hank Ballard's version
- Chubby Checker

How did he get his name?

Let's Twist Again (1961)

Mashed Potato Time (1962)

The Loco-Motion (1962)

Kylie Minogue 80s Cover
Phil Spector and the “Wall of Sound”

Record producer at young age (21)
Involved in EVERYTHING

Known not for the artists who recorded his songs, but for his name
More about his “sound” than the songwriting, artists, etc
That’s a Phil Spector record, not “that’s a record by The Crystals”

Examples of the Wall of Sound: Be My Baby- worked with many African-American girl groups

Wikipedia "The Wall of Sound"

Worked with many songwriters: the Brill Building (The Brill Building Sound)

Retired in 1966, but worked to finish Beatles album: Let it Be

Recently-controversy!
“Brill Building” songs

Save the Last Dance For Me

Up on the Roof

On Broadway

The Shirelles: Will You Still Love Me Tomorrow?
Berry Gordy and Motown

Motown Records (named after Detroit’s nickname “motor town” or “motor city”),
Founded by Berry Gordy in 1959

Most successful African-American business in US History!

Long and impressive commercial success due to Gordy’s vision
All creative AND financial aspects under African American control

- Surrounded himself with first rate talent
- Maintained loyalty of his musicians

Music not directed at black audiences- music for all races

Motown called itself “The sound of young America”

It was true “Pop Music”, loved by all

“Hitsville USA”
Performers were charismatic, sophisticated live performers.

- Strict codes of conduct on/off stage
- Codes of dress on/off stage
- Strict choreography

May have been an unusual type of control, but who’s more famous in history—The Supremes and the Temptations or the Crystals or the Ronettes?

**Dreamgirls** movie-former Broadway show- 2006

**Berry Gordy talks about Motown**
Early 60s Motown

Please Mr. Postman (1961) The Marvelettes

Do You Love Me (1962) The Contours

Made famous in the movie Dirty Dancing

Later 60s

My Girl (1965) The Temptations

You Can't Hurry Love (1966) The Supremes
History of Motown

The Motown Effect- short documentary

More music!

The Supremes- Where Did Our Love Go

The Supremes- Come See About Me

The Supremes- Stop in the Name of Love

The Supremes- You Keep Me Hanging On
More music!

Marvin Gaye- Heard it Through the Grapevine

Marvin Gaye- Ain't No Mountain High Enough

Marvin Gaye- Let's Get it On

Marvin Gaye- What's Going On (social commentary. Still resonates today)

"Little Stevie Wonder"- Fingertips (1963)

Stevie Wonder- Uptight (1965)

Stevie Wonder- Superstition

Stevie Wonder- live performance 2009 Isn't She Lovely, I Wish
Stevie Wonder Carpool Karaoke with James Corden

Jackson 5- I Want You Back 1971

Jackson 5- ABC

Jackson 5- Dancin' Machine

Jackson 5- Full Motown "25" Concert Performance
The Beach Boys

Recording industry was moving from NYC to Los Angeles. They fit right in!

Southern California “surfer style”

Formed by Brian Wilson (b.1942) in 1961

Best selling American group of the 60s, and most nationally and internationally celebrated American rock group ever

Brian Wilson- clear distinctive falsetto, creative force. “Second generation” Rock and roller. Admired his predecessors, and deliberately moved away from and beyond their style
Helped establish pattern for self-sustaining groups of the 60s:

1. Demonstrate mastery of basic rock and roll ballad and up-tempo styles

2. Create original material based on and extending those styles

3. Eventually branch out beyond the traditional forms/sounds/lyrics to create something truly unique and different

**Surfin Usa** 1963

**Surfin' Safari**

**California Girls**

**Fun, Fun, Fun** - influence of Chuck Berry

**I Get Around**
Characterized by its complex soundscapes, its episodic structure, and its subversions of pop music formula, it was the costliest single ever recorded at the time of its release. "Good Vibrations" later became widely acclaimed as one of the greatest masterpieces of rock music.\[12\]\[13\]

**Good Vibrations** 1966

Album called Pet Sounds - first concept album 1966
The Beatles

Originally modeled after Buddy Holly & the Crickets (Decided on beetles, but adapted to use the word “beat” as a play on the word!)

From Liverpool, England

Built their sound on covering American rock n’ roll artists: Buddy Holly, Chuck Berry, Little Richard

Already popular in the United Kingdom by the time they “landed” in the US and “Beatlemania” kicked off in 1964


Americans always seem to be fascinated with all things “British”...
Members of the Beatles

The Fab Four:

John Lennon, lead/rhythm guitar & vocals
Paul McCartney, bass & vocals
George Harrison, lead/rhythm guitar & vocals
Ringo Starr, drums
Came to America in 1964 after finally being signed by a big record label (Capitol) **Beatles landing at JFK Airport**

April 1964: Held all top 5 songs on the pop charts! **Billboard Chart for that week**

*I Want to Hold Your Hand*

**Twist & Shout** (a cover of a song by the Isley Brothers)

**She Loves You** (Beatlemania!!)

Only toured from 1962-1966

Became most famous STUDIO rock band before breaking up in 1970

George Martin “the fifth Beatle”: their influential producer. Credited for helping them experiment with new sounds!
The Beatles Influence

Hard to measure it’s so profound

Unleashed a flood of “British Invasion” bands in the 60s!: The Rolling Stones, The Who, The Kinks

British success continues: 1990s: Eric Clapton, Sting, Elton John, Oasis. Now: Adele, Sam Smith...

Used variety of “world music” influences- kicked off that trend (sitar from India: **Norwegian Wood**)

History of Rock Documentary: Beatles, etc

Beatles in the Studio: Documentary
Experimentation

Revolver 1966 Album

Began pushing boundaries...

Sgt. Pepper's Lonely Heart's Club Band 1967. #1 Rock Album of all time!

Concept Album. First rock album to win Album of the Year Grammy award

An album made for the process of recording, not for live performance

The White Album 1968

Abbey Road 1969

Let it Be 1970- final album

Full Beatles “catalog” finally available on streaming services in 2015
Country, Soul, Urban Folk and the Rise of Rock- 1960s
Other music in the 1960s

*The Nashville Sound*- Mix of country and more sophisticated sounds. “Countrypolitan”
- Patsy Cline: Crazy 1961
- I Fall to Pieces
  - Died in a plane crash in 1963

*Ray Charles and Soul Music*
- Gospel + Blues
- Influential on James Brown, Aretha Franklin, and many more
  - Georgia on My Mind: Tin Pan Alley standard.
  - What'd I Say (written 1954)
  - I Can't Stop Loving You: Country cover - did a whole album
Sam Cooke

Another soul music pioneer. Gospel and blues

You Send Me 1954

A Change Gonna Come 1964

Rolling Stone’s 500 Greatest Songs of All time: #12

James Brown: “Godfather of Soul”

Secular (not religious), but preacher-like

Please, Please, Please 1956, R&B Charts
Say It Loud - I'm Black and I'm Proud 1968. Pivotal point in pop-culture: became a voice of black pride in the wake of MLK assassination

Papa's Got a Brand New Bag, I Feel Good 1965

Often sampled by hip hop artists: When Hip Hop Samples James Brown

Aretha Franklin: “Lady Soul”. Powerful and intense vocals

Popular throughout 80s and performed at Obama’s inauguration in 2009

Respect 1967

Think 1968
Bob Dylan

Born 1941 as Robert Zimmerman

“Urban Folk”: used to be acoustic (like Peter, Paul, and Mary) and some took very “seriously”. Bob Dylan brought this genre (kicking and screaming at times) into the realm of Rock!

Baby Boomers- college aged, increased cultural and political interests/awareness

Bob Dylan became most famous and influential songwriter of this era

Blowin’ in the Wind 1963

Avoids any specific political agenda, which makes his “protest songs” timeless...

Acoustic at this time (as were PP&M successful covers) PP&M Blowin in the Wind Cover version

The Times They Are A-Changin' 1964 Lyrics
1965- Dylan “went electric”. Folk crowd freaked out, but he was following a pattern already established by rural blues artists like Muddy Waters who “went electric”

Mr. Tambourine Man 1965

Mr. Tambourine Man covered by rock group The Byrds 1965 (British invasion influence). Turned it into a number 1 hit. Everyone started covering and imitating Dylan!

Like a Rolling Stone 1965. Solidified him as a not just a folk star, but a Rock Star

Rewrote the rules about pop singles: Put an end to existing restrictions on song length, subject matter, and vocal delivery of pop music.

As influential on songs as Sgt. Pepper’s was on albums!

Long career sustained by albums, not really singles (paved way for Frank Zappa, Led Zeppelin, Grateful Dead)

Did everything from folk, blues, to Tin Pan Alley songs

Awarded Nobel Prize for literature in 2016!
Rock History Videos to Watch!

1960s: Stones, Psychedelia

More experimentation of the 60s
Rolling Stones

Slightly “darker” counterpart to The Beatles

Part of British Invasion

Very influenced by the blues (Muddy Waters, etc). Direct influence (covers)
Counterculture and Psychedelic Rock

Centered in San Francisco

“Psychedelic Rock” was a combo of folk rock, blues, “hard rock”, Latin, and Indian musical influences

Focused in the Haight-Ashbury neighborhood. The “Hippies”

Jefferson Airplane- White Rabbit

Jefferson Airplane- Somebody to Love Live at Woodstock Music Festival, 1969

Janis Joplin: influenced by blues! Big Mama Thornton. Died at 27- overdose

Piece of My Heart

Ball and Chain - live

Summertime live
Grateful Dead - famous lead guitarist/singer Jerry Garcia

Mainly a “live” rock band - famous for albums and touring (devoted fans called the “deadheads”)

Casey Jones - studio version

The Doors - Ray Manzarek and Jim Morrison (died at 27 - overdose)

No bass player - organ/keyboard focus

Dark, poetic lyrics of Morrison

Light My Fire live 1968. Famous for the electric organ sound!

The End

Love Her Madly
“Guitar Heroes”: Hendrix & Clapton

1960s- rise of a generation of electric guitarists as “cultural heroes” of their generation

Built on shoulders of Les Paul, Muddy Waters, BB King, inspired by Chuck Berry, Buddy Holly

Jimi Hendrix- most original, inventive, influential guitarist of the rock era, and the most prominent African American rock musician of the late 60s. Died at 27- overdose

All Along the Watchtower

Hey Joe live

National Anthem live at Woodstock Music Festival, 1969

Purple Haze

"Guitar sacrifice" predecessor of crazy rock antics
Eric Clapton and Cream

White Room

Crossroads - Robert Johnson cover

Career as a solo artist: Layla (Derek and the Dominoes- a Clapton founded group)