

Baby One More Time

Teen Pop

- Spice Girls
- Christina Aguilera
- Destiny's Child

- Britney Spears
 - Pop Icon
 - Provocative dance
 - *Baby One More Time*-1998
 - Often compared to Madonna



Napster

- Digital file sharing website
 - Central server- users download mp3 files
 - Mp3 compresses sound files to 1/12 size
 - Illegal
- RIAA gets involved
 - Recording Industry Association of America
 - File lawsuit and Napster loses
 - Violates copyright laws

Country

- Big names dominate country music in 90s/00s
- Arena concerts > honky tonks
- Classic Americana images
 - Themes of nationalism, faith, pride
 - *"John Cougar, John Deere, John 3:16"*
- Pop elements continue to change sound

Alan Jackson

- Downplays concern with novelty and pop trends
- Consistency of style
- Writes many of his own songs
- "Gone Country" - 1994
 - Satire/commentary on country music scene



Country

■ Dixie Chicks

- 2003 Political controversy
 - Spoke out against George W. Bush overseas
 - Protested Iraq war
 - Fans burned CDs, radio stations banned music

■ "Travelin' Soldier"- 2002

- *Can you separate your love for music from what the artist stands for socially/politically?*



When We Were Young

“The More Things Change, the More they Stay the Same”

The Internet Age

- Digital Recording
 - Pro-Tools- computer program
 - Does it improve recordings or dehumanize it?
- Auto Tune
 - Highly processed vocal sound
 - Correct singer's pitch
 - Cher- "Believe"
 - Kanye- *808s and Heartbreak*

Popular Music Outlets

- Streaming
- Social Media
 - Facebook, Twitter, Instagram
- Youtube
 - 2005
 - Major medium for dissemination
 - “Breaking” new pop stars
 - Justin Bieber



Kanye West



The Queen Bee

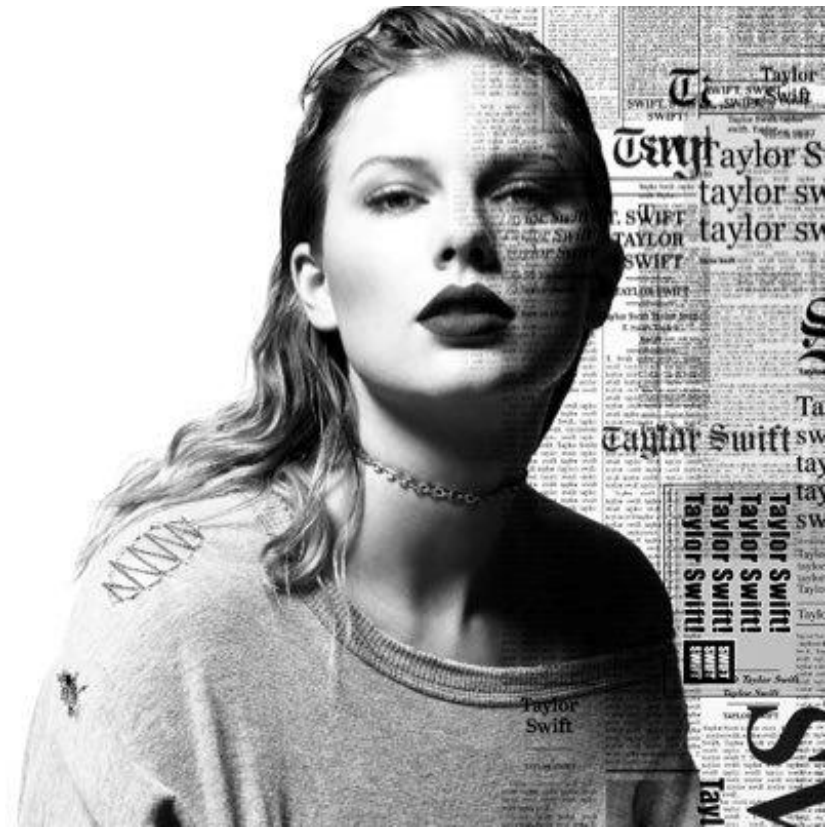
- Beyoncé
 - Started in Destiny's Child
 - Symbol of female empowerment
 - Personal, sexual, financial independence
 - *Lemonade*
 - Visual album
 - Album-length film in 11 segments
 - *Iconic Coachella performance #Beychella*
 - *Netflix Special: "Homecoming"*
 - *"it looks as if Beyoncé need not become the "next" anything– she already is the only Beyoncé"*

Beyoncé



Country Music Goes Pop

- Taylor Swift
 - From country star to pop star
 - Think about the power of marketing in popular music.
 - How has Taylor Swift's marketing impacted her career and music?
 - How long will she be around?



Adele

