Kiss
Prince

- Whole package entertainer
  - guitarist, singer, dancer, keyboardist, drummer

- Controversial public image
  - Explicitly sexual

- First recording to receive PMRC warning

- Changed named to in 1993

- “Kiss” - 1986
Prince
PMRC

- Parents Music Resource Center (PMRC)
  - 1985- Founded by Tipper Gore
  - Fought for recording industry rating system
  - Prince’s “Darling Nikki” was first recording to receive Parental Advisory warning from PMRC
  - “pornographic and satanic”
Whitney Houston
Bruce Springsteen

- Roots based rock sound
- Concerned with adult working-class Americans
- Legendary live performances
- "Born in the USA" - 1984
  - Tells story of returning Vietnam vet
  - Unable to rebuild life
The Message
- Emerged in South Bronx
  - Economic hardship
  - Lack of jobs, drug industry
  - Gang violence
  - Diminished affordable housing

- Cultural form of expression
  - Fashion
  - Graffiti
  - Breakdancing
  - DJ-ing, MC-ing
Early Hip Hop

- Early 70s: DJs in Harlem and the Bronx play at discos and block parties
  - DJ Kool Herc
  - Play percussion breaks from funk/disco songs on turntables
  - Masters of ceremony (MCs) speak over “sound world”

- “Disco was in, everybody was hustling, and the disco deejays were taking over. Well, what happened, the kids just rebelled. They wanted something that they couldn’t hear on the radio and everything. They wanted something else.”
  - Jazzy Jay
Early Rap

- Sugar Hill Gang
  - “Rapper’s Delight” - 1979
  - First generation rap
  - Commercial potential of new style
  - Disco as foundation
    - CHIC “Good Times”
Grandmaster Flash

- Grandmaster Flash and the Furious Five
  - “The Message” - 1982
    - Takes hip hop in a new direction
    - Rap as social commentary
    - Harsh realities of ghetto life in South Bronx
    - Arrest at end of track
Run-DMC

- East coast, middle-class college-educated rap group
- Teamed up with Aerosmith for remake of “Walk This Way” - 1986
  - Crossover to White mainstream
- *Raising Hell* tour drew gang riots and violence
“There’s a lot of admirable qualities in gang membership. A guy will look at you and say, ‘If something happens to you, I’ll be the first one to die’”

– Ice T

“Why do you want to be a in a gang? Well, because my homeboy loves me more than my f*ckin’ mother or father”

– B-Real, Cypress Hill
War on Drugs

- Nixon starts, Reagan continues
- Crack epidemic
- Mass incarceration
- Mandatory Minimums
  - Anti-Drug Abuse Act 1986
West Coast Gangsta Rap

- Controversial genre of 90s
  - First-person accounts of violence, rage, degradation
  - Angry vocal delivery, sound effects
  - Voice of urban black experience
    - “Straight Outta Compton”
    - F*ck the Police”
Queen Latifah

- Raps about issues of black women
  - Domestic abuse, harassment on streets, slurs against women

- Afrocentric pride, unity among African Americans

- “U.N.I.T.Y” - 1993
  - Grammy winning song
Tearin’ Up My Heart
Grunge

- Seattle music scene
  - Punk influences
  - Few chord progressions
  - Dark themes, lamenting style
  - Raw, unpolished sound
  - Underground rock scene emergence
  - Local radio stations

- Brings punk to the mainstream
  - Fashion: flannel shirts, ripped jeans, mountain boots
  - DIY attitude
Nirvana

- Front man Kurt Cobain
  - Talented songwriter
  - Drug use, suicide April 1994

- Nevermind
  - Knocks MJ out of #1 spot
  - “Smells Like Teen Spirit” - 1991
    - The 80s are over
    - Heavy metal instrumental
    - Memorable hooks
Boy Bands
- All male singers
- Expected to sing and dance well
- Craze starting in 80s and swept through 90s

New Kids on the Block
- First commercially successful boy band
Boyz II Men

- Smooth vocals, classic 90s R&B
- Originally signed to Motown
- Emotional ballads, a-cappella harmony
- “End of the Road” – 1991
  - Brian McKnight, Usher, Bell Biv Devoe
Teen Pop

- Backstreet Boys
- 98 Degrees

- *Nsync
  - “Tearin’ Up My Heart” - 1997
  - Hip hop tinge
  - Smooth harmonies
  - Choreographed dance
  - Lou Pearlman package

- Major Record Labels hit it big
  - Motown “Assembly Line” model