

October 20, 2020

Dear Music Teacher,

Thank you for your purchase of the **History of Popular Music Course** presented by Music Arts Collective.

Music Arts Collective is an assembly of kindred spirits dedicated to enhancing the well-being of people through engagement in the arts, with music at its heart. We value inclusivity, creativity and imagination. Our approach to pedagogy is contemporary and diverse, while remaining rooted in traditions. There is plenty of room for curiosity, versatility, empowerment and all styles of personalities to shine. The indispensability of art and music during the peaks and valleys of our individual and collective lives is evident throughout history. Harnessing the reach of the internet and the accessibility of digital platforms, Music Arts explores opportunities to keep art and music going at all times, and to share the knowledge and discoveries we and our collaborators have gathered through our established artistic careers.

We have an online education portal established and can offer a range of courses, webinars and workshops through the website.

To respond to the immediate needs of our music educators, we are very excited to launch two online courses for Fall 2020 and Winter 2021 – *The History of Popular Music I* and *The History of Popular Music II*.

**Course Title: History of Popular Music I (FALL 2020) and the History of Popular Music II (Winter 2021)**

This fun and informative class, led by Jodi Proznick, will survey the evolution of Western popular music from the early 20th century to the 1960s. We will examine the various influences and exclusions that have shaped the development of different styles of popular music and also consider how musical elements, social movements and technology have shaped popular music through the years.

- 7 one-hour units with video lectures, journal questions and/or quizzes available on our portal via subscription.
- All videos of the lectures will be available on our online portal until June 2021.
- PDF of class notes with each unit.
- An instructor package which includes a music inquiry project framework and assessment rubric.
- Free access for instructors to a professional development webinar: "Introduction to Music Inquiry Projects" on January 10, 2021.
- The suggested textbook for the course, ***What's that Sound: An Introduction of Rock and Its History*** by John Covach and Andrew Flory, will be **available to purchase through Tapestry Music**.
- A playlist of the music will be available on YouTube and Spotify.
- **BONUS:** Juno nominees, composers and instrumentalists Amanda Tosoff and Jodi Proznick will offer a **free, hour-long masterclass/clinic via Zoom** with every class subscription.

## Pricing

Full Course (14 units)	\$40 per student	10 student minimum
Half Course (7 units)	\$20 per student	10 student minimum
One unit	\$5 per student	10 student minimum

To register, you must email Francesca Fung at [info@musicartscollective.com](mailto:info@musicartscollective.com) with the following information.

- School name
- Instructor Name
- Number of classes and total students in each class.
- Choose of full or half course (which half) and/or which unit (s)

We will send you an invoice and build a private portal for each class once you have forwarded the names and email addresses for all of the students.

Thank you for choosing the History of Popular Music at Music ArtsCollective.

We look forward to working with you this year!

Warmest regards,

Jodi Proznick, Amanda Tosoff and Francesca Fung

Co-Founders, Music Arts Collective

[www.musicartscollective.com](http://www.musicartscollective.com)

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## History of Popular Music

### OVERVIEW

Students will survey the evolution Western popular music from the early 20th century through to the early 1990s. We will consider how musical elements (form, rhythm and lyrics), technology and social movements (civil rights, drug culture) have shaped popular music.

We will also examine the various regional influences that have shaped the development and distribution of different styles of popular music.

### GOALS

- Aurally identify key performers, composers and pieces in the history of popular music.
- Identify various musical elements of the key genres/styles in the history of popular music.
- Analyze the musical, social/historical and technological movements as they are reflected in the development of popular music.
- Explore personal reflection and expression in relationship with the course material through inquiry, journaling and arts based research.

### MATERIALS

#### Recommended text

Covach, John; Flory, Andrew. *What's That Sound? An Introduction to Rock and Its History*. W. W. Norton & Company, 2012

#### YouTube playlist

[https://www.youtube.com/playlist?list=PL8Tc6ze9yFcGk6k3tS\\_uBz4TRYgkWtyp6](https://www.youtube.com/playlist?list=PL8Tc6ze9yFcGk6k3tS_uBz4TRYgkWtyp6)

#### Lessons and quizzes

[www.musicartscollective.com](http://www.musicartscollective.com)

## LESSONS

### PART I

- Unit 1: **Musical Elements of Popular Music**  
*Popular music forms, instrumentation, meter and recording techniques.*
- Unit 2: **The Music World Before Rock and Roll**  
*The birth of the microphone, the birth of the popular singer — Jazz, Swing, Blues, R&B, Country and Western and the Great American Songbook.*
- Unit 3: **The Birth of Rock and Roll**  
*Ray Charles, Little Richard, Elvis, Chuck Berry, Buddy Holy, etc.*
- Unit 4: **The Rise of the Producer and the Promise of Soul**  
*Sam Cooke, Ben E. King, The Coasters, The Brill Building, Phil Spector, Carole King, Everly Brothers, etc.*
- Unit 5: **The Beatles and the British Invasion**  
*The Beatles, The Rolling Stones, The Who, The Kinks and beyond.*
- Unit 6: **American Responses to the British Invasion**  
*The Beach Boys, The Byrds, Bob Dylan, etc.*

### PART II

- Unit 7: **The Beauty of Motown and Southern Soul**  
*Motown, Stax, Atlantic, Wilson Pickett, Aretha Franklin, Otis Redding, The Supremes, James Brown, etc.*
- Unit 8: **The Rise of Psychedelia**  
*St. Pepper's Lonely Hearts Club Band, Pet Sounds, Jefferson Airplane, Creme, Jimi Hendrix, FM Radio, etc.*
- Unit 9: **The Rock Monster**  
*Blues-Based Rock, Progressive Rock, Jazz Rock, and Glam Rock. Led Zeppelin, Rush, Yes, Headhunters, David Bowie, Alice Cooper, etc.*
- Unit 10: **The Rise of the Singer/Songwriter and Country Rock**  
*Paul Simon, Joni Mitchell, James Taylor, Carole King, Elton John, The Eagles, etc.*

**Unit 11: Black Pop, Reggae and the Rise of Disco**

*Stevie Wonder, Marvin Gaye, Sly and the Family Stone, Parliament, Funkadelic, Jackson 5, Donna Summer, Earth, Wind and Fire, Bob Marley, Curtis Mayfield, etc.*

**Unit 12: Mainstream Rock, Punk and New Wave**

*Boston, Journey, Sex Pistols, The Police, Blondie, Heart, The Clash, etc.*

**Unit 13: I Want My MTV**

*Video Killed the Radio Star, Michael Jackson, Prince, Madonna, Janet Jackson, Cyndi Lauper, Tears for Fears, Tom Petty, Bruce Springsteen, etc.*

**Unit 14: Rap, Heavy Metal and Alternative Rock**

*Run DMC, Grandmaster Flash, Public Enemy, N.W.A., Metallica, Nirvana and Grunge.*