

THE RISE OF METAL

Hide your women and children. Ozzy bites.

UNDERSTANDING THE 70'S

- ∩ A post-war economy
 - ∩ Slow growth, higher unemployment
- ∩ Coping with change
 - ∩ Drug addiction
 - ∩ Civil unrest
 - ∩ Political scandals
- ∩ Musical innovation
 - ∩ Many new genres
 - ∩ Pop: Disco, Singer-Songwriter, Glam
 - ∩ Soul: Funk, The Soul Revival
 - ∩ Rock: Punk, New Wave and Metal



70'S ROCK

- ∩ Corporate rock, and big music business
- ∩ Studio Craft
 - ∩ The studio became an artistic tool
 - ∩ Multi-track studios
 - ∩ Massive production costs
- ∩ New genres
 - ∩ Heavy Metal
 - ∩ Rock Theatre
 - ∩ Progressive Rock
 - ∩ Arena Rock

WHAT IS HEAVY METAL?

- ∩ Named after Steppenwolf's "Born to Be Wild"
- ∩ Characteristics
 - ∩ Thundering, war-like drums
 - ∩ Screaming vocals
 - ∩ Distorted, riff-driven guitar
- ∩ Rooted in 60's British music
 - ∩ Cream & The Stones: drums, riffs
 - ∩ The Yardbirds & Clapton: guitar heroes
 - ∩ The Kinks & The Who: distortion

THE UNHOLY TRINITY

∞ Black Sabbath

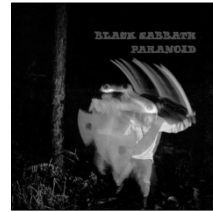
- ∞ Ominous lyrics, sludgy evil riffs
- ∞ Led to Heavy Metal

∞ Led Zeppelin

- ∞ Psychedelic blues, folk & world
- ∞ Led to Hard Rock, Arena Rock

∞ Deep Purple

- ∞ Blues rock, classical artistry
- ∞ Led to Progressive Rock



BLACK SABBATH

Enter The Prince of Darkness and His Army of Evil



BLACK SABBATH

- ∩ A horror-loving blues act
 - ∩ Slow, deep & ominous sound
 - ∩ Named for a horror movie
 - ∩ Sang of devils, evil, the occult, war
- ∩ 1970: Self-produced album *Black Sabbath*
 - ∩ Hated by critics, loved by fans
 - ∩ The tri-tone (“The Devil’s Interval”)
 - ∩ Down-tuned guitar
- ∩ Key tracks:
 - ∩ “Black Sabbath”, *Black Sabbath*
 - ∩ “Paranoid” & “Iron Man”, *Paranoid*

LED ZEPPELIN

The Mystics of Psychedelic Blues



LED ZEPPELIN

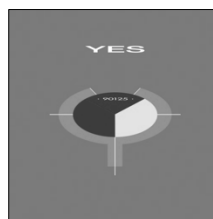
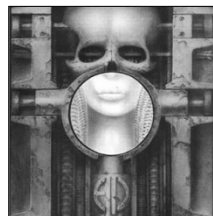
- γ Emerged from the ashes of The Yardbirds
 - γ Formed by Page to fulfill their contract
 - γ Loved by fans, disliked by the press
- γ Wide influences:
 - γ Folk, Arabic & Indian Music, Blues...etc.
- γ The model for mainstream metal
- γ Key tracks:
 - γ "Dazed & Confused", *Led Zeppelin I*
 - γ *Led Zeppelin IV*...all of it
 - γ "Kashmir", *Physical Graffiti*

ROCK THEATRE

- γ Characteristics:
 - γ Concerts as rock musicals
 - γ Costumes, characters, fantasy
 - γ Elaborate sets and pyro
- γ The Stars:
 - γ Alice Cooper
 - γ Inventor of **Shock Rock**
 - γ KISS
 - γ The business of rock
 - γ Metal's 1st live album
 - γ David Bowie
 - γ The space oddity

PROGRESSIVE ROCK

- ∩ Prog (for short) saw rock as art
 - ∩ Complex classical & jazz inspired forms
 - ∩ Fantasy or abstract lyrics
- ∩ Early prog experiments
 - ∩ The Who, Pink Floyd and Deep Purple
- ∩ A few of the 70's Stars:
 - ∩ Emerson, Lake & Palmer
 - ∩ "Karn Evil 9"
 - ∩ King Crimson
 - ∩ "21st Century Schizoid Man"
 - ∩ Yes
 - ∩ "Owner of a Lonely Heart"



ARENA ROCK

- ∩ Highly produced, commercial
 - ∩ Often accused of corporate excess
 - ∩ **Power ballads**: emotional anthems
- ∩ Designed for large venue shows
- ∩ Some of the Stars:
 - ∩ Journey
 - ∩ "Don't Stop Believing"
 - ∩ Queen
 - ∩ "Bohemian Rhapsody"
 - ∩ Aerosmith
 - ∩ "Dream On"

