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MONOGRAPH

“The influence of music from the 60s and 70s in society”

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First, I would like to thank my parents who gave me life and made me who I am for leading me throughout my life sharing those unforgettable family moments that build you up as a person, helping me whenever I needed them and showed me who I really am. I would also like to thank my teachers who shared their knowledge with me and the rest of students, for teaching us how to do things correctly and for sometimes being someone else you can look up to.

SUMMARY

This investigation looks further information on music from the decades of the sixties and seventies and its authors to determine the influence this music makes in today's society and music.

A deep research was made first to find why these decades were so important, what made it so special and controversial to an extent, the context of the decades with their respective historical events where music took an important part like the ideological currents that music started and the musicians that were part of them, also what these ideologies meant and what were they trying to achieve with them.

The investigation was targeted to the newer generations that have close to no interaction with this kind of music to see what they know about it, what they think and if they see how it relates to today's music. This, being done through a poll directed to them specifically.

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INTRODUCTION

The following monographic work “The influence of music from the 60s and 70s in society” has as an objective the deep understanding of music in the decades of the sixties and seventies and what made it so special, how it influenced back then, how it still is a huge influence on today's society, the way music changed between those two decades, what made it change. This work isn't just limited to just talking about the music from the decades, it wants people to understand the historical context behind it, events that shaped society back then and how it also had an influence on music since it was one of the biggest ways of communication and the role the artists played in it.

This study was made because of how important these two decades are for music, but they are not considered as much as they should, new generations appear enjoying modern music not knowing what influenced them, what made them be what they currently are, maybe they are missing something they would like but since these two decades are just famous by name they will never know.

There have been many studies analyzing these two decades, how the music from that time is considered timeless and how much it has done for today's not only music but society as a whole. The Rolling Stone magazine, which has existed since 1967 dedicates its articles to music and pop culture, they released an article in 1990 about music from the sixties it has an emphasis on rock specifically and how it meant so much for that time.

“For a long and unforgettable season, rock & roll was a voice of unity and liberty”
(Mikal Gilmore, 1990, p.1).

This study will mostly affect people who frequently listen to music, also it will be directed towards young people, they are the ones that are the ones that have little knowledge about the problem hence they will be affected by it the most. The study will be mostly

realized inside Unidad Educativa Javier with its students as main subjects, an anonymous online formulary was used to get different results towards the topic.

The study has 4 chapters, the first one gives a brief explanation on how music as a whole affects society, the public it is directed to and its popularity (how it becomes popular). It also shows the cultural, moral and emotional impact music has on society. The second chapter will explain the historical context behind the decades of the sixties and seventies and how it also shaped music. Chapter 3 will be a deep examination of music from the decades, cultural influence, main characteristics, genres, artists and ideological currents that surrounded music.

CHAPTER I

The influence of music in society

1.1 How does music influence society?

If we want to analyze the influence of music from the 60s and 70s, first we need to understand how music influences society overall.

Music has always played an important role in society, being able to influence in customs and emotion. Music can also be tradition to some countries and regions for example reggae, folklore and salsa all of these musical genres have their own origin very specific to the place they were born in, these genres show a lot of what their places of origin are, they show language, customs and traditions, as a result people from many different places will be listening to whatever is popular depending on where they live, this shows us that music is also a way to differentiate cultures.

But it doesn't stop there, music is also a way to bring us all together, sharing our personal music tastes sometimes show who we are as a person, it's a good thing to say in your first conversation with someone, discussing what kind of music you listen to could create many more conversation topics, maybe the other person likes the same kind of music you like, maybe they dislike it or maybe they don't know about it and ask you what it is. We can say music is a socializer element meaning that it is a good way to socialize with others.

1.1.1 Public which it is directed to.

If music wants to catch on it will have to target a younger demographic since older people already grew up listening to different kinds of music, though they might listen to new things and like it but they are less likely to do so. Music evolves with its audience, so a young audience will be the most affected by it in the time of it appearing.

1.1.2 Popularity.

When we talk about when a specific type of music gets popular it doesn't just happen, it goes through a long process that involves it getting promoted by artists to certain parts of society, when new types of music appeared they didn't just become popular all across the globe, it would first reach certain groups and depending on how well it was received then it would spread, some music genres that are globally known and very popular now had their own though years, Rock in the 50s. When rock appeared it wasn't very well received some people thought that it wouldn't get anywhere but it still had an audience built by young people and decade later in the 60s Rock grew bigger than never before thanks to the community that kept it alive.

1.2 In which ways does it impact society?

1.2.1 Cultural Impact.

Music is a very important part of culture from whatever aspect you see it, all cultures have their own types and styles of music, it goes way back as history itself, all civilizations had their own ways around music and the same thing happens now but in a much general and global scale. Reggae, Rap and Salsa are examples of music that caused an impact from different cultures, sure those music genres are now very well-known everywhere but they have a heavy culture-based origin where the music has a clear influence over their culture. Culture bends music and when music gets too popular, music bends culture.

1.2.2 Moral Impact.

Music is of course a way to transmit a message, a lot of times that message comes with a moral impact, music being used as way to promote positive messages changing people's thoughts, making people more aware of things happening in the world. Music being what probably is the most influential media of them all is surely to cause a moral impact when it really intends to, even more when the artists behind all this are well known.

1.2.3 Emotional Impact.

To some people music is not just a thing you listen to, to them it carries high emotional value, music you feel related to, music that bring out a more emotional side. Music can completely change your mood if you are really into it, if you are having a bad day listening to your favorite songs could make you feel a lot better, there are studies that show that music can boost happiness and reduce anxiety. Other studies affirm that listening to sad music when you're sad can also lift your mood like the one published in the Journal of Consumer Research, it found that people tend to prefer sad music when they are experiencing a deep interpersonal loss.

CHAPTER II

THE HISTORICAL CONTEXT OF THE 60s & 70s RELEVANT TO MUSIC

2.1 Historical context of the 60s relevant to music

In the decade of the 1960 young people revolted against the conservative norms of that time, also removing themselves from typical mainstream liberalism and hating the high level of materialism that was so normal back then. These groups were against social conformity, they wanted something different which led to them creating what is called a “Counterculture” this spiked revolution in the Western world in the United States, they were against conservatism, materialism, war, etc. Most of the anti-war movements were caused because of the anger the Vietnam war was generating. It can be said that they were opposing against the government and were in favor of “peace and love”, everyone who participated in this kind of movements or promoted them were known as hippies, the well-known and highly controversial groups of people everyone knows. Hippies are probably one of the first things that come to mind when you think or when you talk about the sixties, hippie culture was all over music in the sixties, psychedelic rock as an example or the popular rock band The Beatles, a huge part of their fan-base were hippies, The Beatles also influenced the feeling of revelation since they created the “anti-establishment attitude”.

"You say you want a revolution/ you tell me that its evolution/ but when you talk about destruction/ don't you know you can count me out" (The Beatles. “Revolution.” By Paul McCartney and John Lennon. *Hey Jude*. Apple Records, 1968. LP).

The sixties were filled with different kinds of movements and social revolutions including anti-war movements, civil rights movements, second wave feminism and more.

Overall the sixties were an era of revelation and acting outside of the usual and going against mainstream customs. All this hoping for a better change.

2.2 Historical context of the 70s surrounding music

We can consider part of the seventies as a much bigger version of the sixties, since in a way the progress of pop culture and music of the seventies continued what the sixties left.

By 1970, the hippie culture was growing bigger than ever before as all of society started to change because of the new decade, hippies grew from their original idea in the sixties, the seventies gave a new and improved version of the typical hippie phrase “peace and love”

The feeling of revelation was still there, big as always but there was one event that could have been devastating for rock culture or the music scene in general. The well-known band The Beatles had broken up, as said before they influenced so much into this peace-seeking mission people had during the sixties which continued during this next decade. The band broke up on April 10 of 1970 officially announced by Paul McCartney when he said he would leave the band: “the Beatle thing is over” (Paul McCartney, 1970).

In the seventies there was always something happening, events like the women's liberation, people having more awareness toward nuclear activity or, environmentalism even more sophisticated rock and roll appeared, and oil crises were also a problem.

Massive anti-war protests prevailed, people's anger over the Vietnam war started some marches that often turned ugly, in 1975 the Vietnam war came to an end with the fall of Saigon, but war was still there, and it was big, which meant even more pro-peace protests all around the world.

Society and music kept evolving as the decade kept on going, when it came to an end we were left with two decades filled with new cultures, music, human revolution, and change that still has evident influence in society and modern music, if you look for it you will find it.

CHAPTER III

THE MUSIC FROM THE 60'S AND 70'S

3.1 What defined music in the 60's

Some would say that music cannot get any better from what it was back in the sixties, music was evolving, artists experimenting new things that changed music forever.

It is likely that any current artist will trace their musical inspiration back to the sixties, it was simply an era where music was being perfected, every time an artist started experimenting, new music was recorded like never before, it was a time for musical discovery.

At the beginning of the sixties we saw the evolution of rock, which appeared during the fifties, trends from that decade were kept during the sixties but they grew, rock and roll was overtaken by pop rock, beat, psychedelic rock, blues rock, and folk rock. This proves how the sixties were all about reinventing and expanding music, taking a big genre and then dividing it into sub-genres which grew so big they had separate and very different audiences.

The British invasion happened by the end of 1962, starting with bands like The Beatles with a huge amount of American musical influences like Soul, Blues and Surf music which were the base of the invasion since they mixed all these with their original rock ideas, a perfect example would be The Rolling Stones. In mid-1962 they started as a group showing clear blues influences in their music.

In South America a vast number of genres started to become more popular, making the sixties the start of their best years

3.2 What defined music in the 70's

As the beloved decade of the sixties came to an end all music trends and cultures influenced by music prevailed, when the seventies came it seemed like there was an endless amount of music there was more variety in it than ever before some of them became popular at certain points of the decade and others that were already established in the sixties became even bigger, the seventies showed us what a success music was throughout the sixties.

Rock & Roll was still incredibly popular and some of the best songs from that genre were recorded during the seventies, coming from artists and bands like David Bowie, Led Zeppelin, Pink Floyd and many more.

Society evolved alongside music during the decade, it was a golden era for vinyl records since they were affordable and almost everyone owned a record player. Music equipment also got better, it gave artists more than 4 tracks to work with. Music became even more experimental than what it was during the sixties, this is one of the reasons more genres appeared in the decade.

Subgenres of Rock like Punk Rock, Glam Rock, Progressive, Art Rock and Heavy Metal got huge amounts of success. Other music genres came to the spotlight during the seventies, Reggae was innovative throughout the decade and had a big following.

The seventies did not just pick up from what the sixties left and built itself through that, it also left a legacy that would continue until today, for example electronic music became more sophisticated and Hip-Hop appeared during that decade but it did not catch until the later decade and we have seen how it evolved as another insanely popular music genre.

3.3 Some of the principal artists of the decades

3.3.1 The 60's.

The Beatles.

They were an iconic band from Liverpool, England they are referred as the most critically acclaimed and the most commercially successful band of all time, the band's main members were John Lennon, Paul McCartney, Ringo Starr and George Harrison with their innovative music they cause a cultural impact that shaped the sixties. They were the ones who led the 'British Invasion' into the United States.

Their main style was normal Rock, the one established in the decade of the fifties, but the group explored and experimented with a variety of musical styles like Ballads, Psychedelic Rock and Western Classical, the list goes on.

They were considered trend-setters, the looks of each one of the band members were recognized everywhere and replicated by their fans.

The band separated in April of 1970, John Lennon passed away in 1980 and George Harrison in 2001. Paul McCartney and Ringo Starr continue to make music until this day.

Bob Dylan.

Born Robert Allen Zimmerman on May 24, 1941 in Duluth, Minnesota, United States. He is an American musician and poet. After being influenced by poet Dylan Thomas he changed his name legally to Bob Dylan (Which was also his stage name).

Bob Dylan's best decade were the sixties, in this time he became an informal documentarian figurehead of American unrest where he was a reluctant.

The songs “*Blowin’ in the Wind*” and “*Times are A-Changin’*” by Dylan became anti-war anthems and civil right movements, even Bob Dylan himself was part of some of this peace seeking marches.

Later Bob Dylan showed he was parting away from the folk scene and getting more into Rock and Roll, he went through a serious amount of changes not only the type of music he made but he distanced himself from civil right movements because he felt used by them and became irritated while being interviewed. Some of his fans thought he was betraying his folk roots and he became sort of controversial but in the second half of the sixties his rock and roll phase started to be a lot more well received with songs like “*Like a Rolling Stone*”.

Dylan changed his style once more during the late sixties it was then when he recorded the famous “*All Along the Watchtower*” Which is better known from Jimi Hendrix’s recording.

During the seventies Dylan’s quality went down, releasing some poorly received LP’s until he started touring again and also released what possibly is his most covered song “*Knockin’ on heaven’s door*”.

In the late seventies Dylan entered this “religious phase” where he would reference his religious beliefs during live performances and refused to play his older work.

Dylan is still a huge influence today and still is on the music scene himself and causing more controversy with his so called never ending tour performances and also himself winning the Nobel prize for literature in 2016.

3.3.2 The 70’s

Pink Floyd.

Pink Floyd are a psychedelic and progressive rock band formed in Cambridge, England, United Kingdom in 1965. Pink Floyd as an influential act was a success, the band’s

classic members were Roger Waters (vocals, bass) Rick Wright (organ, keyboard, vocals) David Gilmour (vocals, guitar) and Nick Mason (drums). Gilmour wasn't part of the band since its beginnings, he came in 1969 to replace Syd Barrett who founded the band and also was its singer, guitarist and songwriter.

Pink Floyd was a band like no other, specializing on the genres of psychedelic rock and progressive rock known for having philosophical lyrics, sonic experimentation and really elaborate live shows in which sometimes you were not allowed to film or take any photos at because they wanted that experience to be truly exclusive, they also portrayed innovative cover art for their albums which remain iconic to this day for example the triangular prism from "*The Dark Side of the Moon*".

The band's debut album in 1967 "*The Piper at the Gates of Dawn*" is considered a prime example of British psychedelic music but their true fame didn't come to them until 1973 when they achieved worldwide success thanks to the previously mentioned "*The Dark Side of the Moon*" which also happens to be the second best-selling album of all time.

In August 2015 Pink Floyd was disbanded as officially announced by David Gilmour.

Bob Marley.

Born Nesta Robert Marley on February 6, 1945 – May 11, 1981. Bob Marley was a Jamaican Reggae singer, songwriter, guitarist and activist. He's more specifically known for performing roots Reggae. He popularized the genre outside of Jamaica and the Caribbean.

He started in 1963 with his first band Bob Marley & The Wailers, their distinctive style and song-writing would later give them worldwide recognition. The Wailers disbanded in 1974 but Bob Marley started the pursuit of his solo career which blew up in 1977 after the release of his album exodus which marked his worldwide reputation.

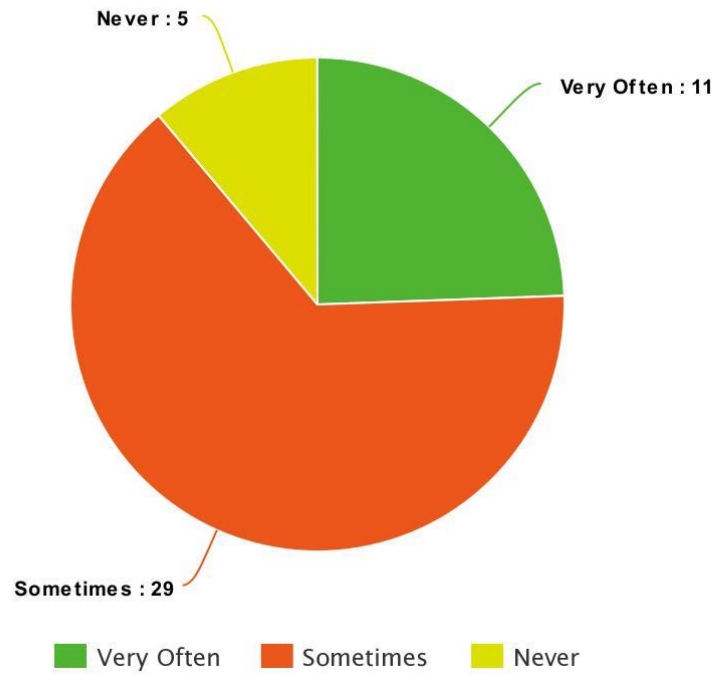
Rastafari culture was and still is a key element of Reggae music and of course Bob Marley was part of the Rastafari movement he became the face of the movement, he took his music to the more desolated parts of Jamaica and onto the international music scene.

Marley was diagnosed with malignant melanoma, a kind of skin cancer in 1977. Marley spoke his last words to his son Ziggy Marley and these were “Money can’t buy life” (Bob Marley, 1981).

CHAPTER IV

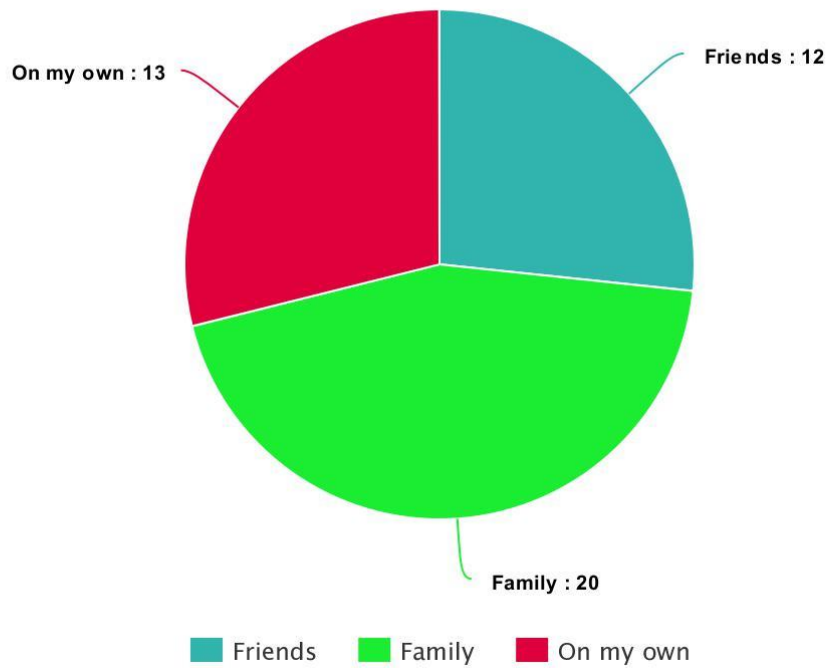
POLL

How often do you listen to music from the 60s and 70s?



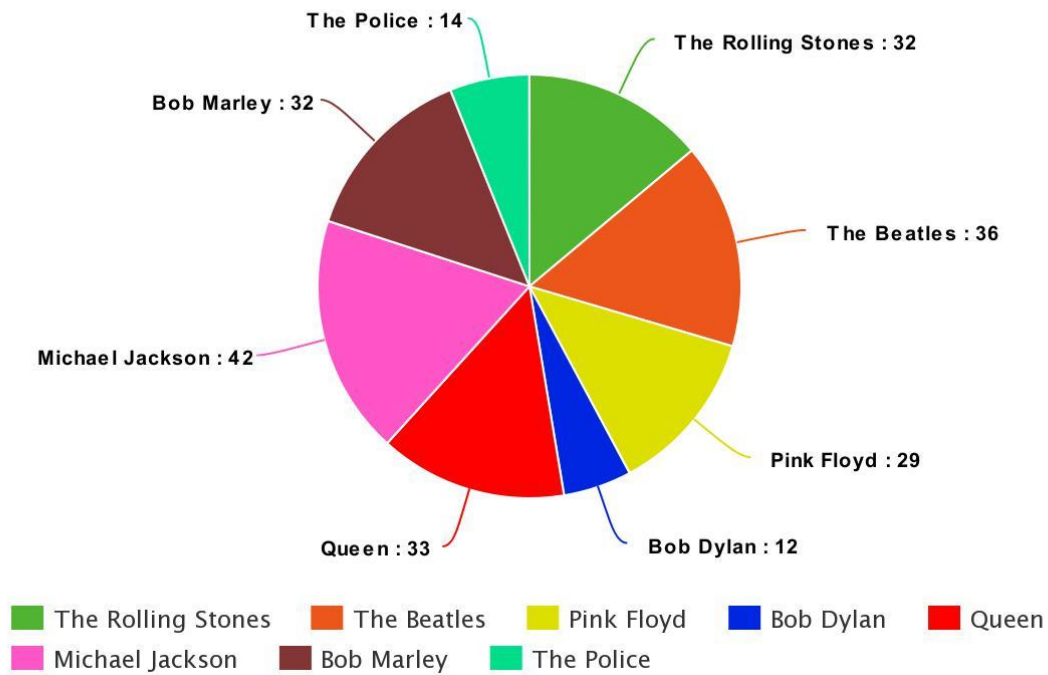
When asked how often the subjects listened to this type of music it could be appreciated that most of the people found themselves situated in the “Sometimes” which shows how music from these decades is not as popular as it used to be in its own time but we it is still relevant since more subjects said they listen to it “Very Often” rather than “Never”.

How did you start to listen to music from the 60s and 70s?



When asked how the subjects came across this music most of them said their families showed them, and this was expected since parents, uncles, aunts and grandparents are the most capable of showing this type of music to younger generations.

From the following artist from the 60s and 70s which one(s) do you know?



When given a list of artists from the era we can see how the biggest names are the ones that came on top but what is curious is the clear difference there is with Michael Jackson, Michael Jackson was a Pop singer and one of the most popular music genres today is also Pop so it is probable that the subjects know Michael Jackson the most because he's the one with music similar to the one the listen to currently.

CONCLUSIONS

At the end of this dissertation it is concluded that:

- Time is not important, music has always and will always impact society in every way, it will be part of our cultures, and also us personally, it will affect us in many ways, morally and emotionally.
- Music from these decades were presented in many ways and for different purposes, during this time music was evolving becoming more and more experimental where great minds came into play. Music also worked for things other than just entertainment, musicians created songs to protect people's civil rights or to fight against the conformities of society. They had the power of a voice that would be heard everywhere so they used it in any way they wanted to accomplish their goals.
- During the sixties music was being perfected and some of the biggest names of music history appeared while in the seventies the legacy that the sixties left was being expanded with an immense amount of new music genres and subgenres, also even more amazing and successful artists appeared and others that started out during the sixties finally achieved global recognition.
- After the poll was realized the author could get as a result that today's youth are not as aware of the influence these musical decades have on our society including the music they listen to although they know some of the most popular bands and singers from the era.

RECOMMENDATIONS

At the end of this research the author recommends that:

- Educational institutions should show the history and context of music, how it influences what they listen to today, so they have a better understanding of where all this comes from.
- Today's youth should look up which artists influenced the ones they listen to today because that could show them a whole new world of music they could enjoy.
- Musicians today reflect on how music impacts the social environment of our world, how they can share positive ideas that could make the world a better place.

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