

## Persuasive Advertising Techniques

Fill in the circle by the correct answer. Then answer questions 3, 4, and 5.

1. Which two words are antonyms?  
 (A) pathos, emotion  
 (B) admirable, disgraceful  
 (C) examine, determine  
 (D) persuade, convince
2. Which of these quotations does not make use of a pathos-type persuasive technique?  
 (A) "We Can Do It!"  
 (B) "THIS IS MY WAR TOO!"  
 (C) "Sure to be popular"  
 (D) "Easily digested and very nutritious."
3. What inferences can you make about the woman in the "We Can Do It!" poster?  
 \_\_\_\_\_  
 \_\_\_\_\_

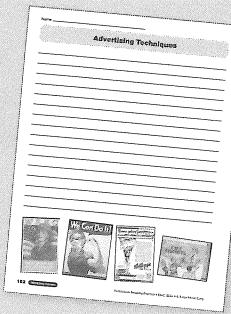
4. Is the Kellogg's ad directed toward children, adults, or both? How can you tell?  
 \_\_\_\_\_  
 \_\_\_\_\_

5. Is the C.W.S Biscuits ad directed toward young children, adults, or both? How can you tell?  
 \_\_\_\_\_  
 \_\_\_\_\_

### Write About the Topic

Use the Writing Form to write about what you read.

Choose one of the ads. Describe and analyze the ad's details, persuasive techniques, audience, and purpose.



# Jazz

## Level 1 ■■

Words to Know list, Reading Selection, and Reading Comprehension questions

**Jazz History, Decade by Decade**

About 1900, blues, ragtime, and other music genres had developed primarily by African Americans. Many of these genres found their home in New Orleans, Louisiana, during the twentieth century.

**Influence on Jazz**

In the 1920s, jazz musicians in St. Louis, Missouri, invented swing. This was the first form of "swung" (slightly syncopated) jazz. It became known as the "uptown" style because it was played in the uptown piano bars. Jelly's American Cigar Store (synonym for The Pig-n-a) at 1921 South Grand Avenue in St. Louis was one of the first places to play swing.

New music, like an influence on jazz. Some blues songs feature a distinctive rhythm. Many blues songs have a singer. Most blues songs also have a piano player. This reflects their musical history.

In the first decades of the 1900s, jazz bands performed in small parades and bands played what they called "street jazz." If you have marched in a school or band parade, you know what "street jazz" is. If you have marched in a school or band parade, you know what "street jazz" is.

**The Birthplace of Jazz**

During the 1920s, radio stations in cities such as Chicago, Detroit, and Kansas City broadcast jazz performances. Listeners could hear Duke Ellington's "Satin Doll" or Benny Goodman on the airwaves. This decade was called the "golden age of jazz."

**Swinging into Shape**

By the 1930s, big band swing was all the rage. Swing is dance music. Young people who wanted to dance with their girlfriends would go to the clubs where bands such as Count Basie, Duke Ellington, and Artie Shaw performed. In the 1940s, swing gave way to bebop. Bebop is a fast, complex style of jazz. It features a small ensemble of musicians playing complex rhythms and harmonic patterns. Other artists blended jazz with other styles, such as blues and rock and roll. You can hear many different styles of jazz on the radio. Listen to some of them. You'll experience how hip, cool, hot, and funky jazz can be.

**Getting to the Decades**

In the 1950s, cool jazz took over. Jazz fans were more interested in jazz recordings than in live performances. During the 1960s, musicians tried to mix jazz with rock and roll. They often referred to this as "fusion." Fusion is a mix of jazz and rock. It features a small ensemble of musicians playing complex rhythms and harmonic patterns. Other artists blended jazz with other styles, such as blues and rock and roll. You can hear many different styles of jazz on the radio. Listen to some of them. You'll experience how hip, cool, hot, and funky jazz can be.

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## Level 2 ■■■

Words to Know list, Reading Selection, and Reading Comprehension questions

**Jazz: Born in New Orleans**

Think of swing bands as the "big" rock 'n' roll "bands" of the 1930s and 1940s. Listen to some of the jazz music from the 1930s. Around 1900 in New Orleans, Louisiana, jazz musicians invented the genre that would become swing. The genre quickly spread to cities throughout the United States. It spread to Mexico, Canada, and Australia. By the 1950s, swing had become a folk dance of the 1950s, second only to the twist. In the 1960s, swing gave way to rock and roll. In the 1970s, swing gave way to disco. In the 1980s, swing gave way to jazz fusion. In the 1990s, swing gave way to jazz. In the 2000s, swing gave way to jazz fusion again. In the 2010s, swing gave way to jazz again.

**Jazz Bands and Musicians**

The first jazz bands were various sizes ranging from duos and trios to small combos and large orchestras. A jazz band usually has a leader who directs the musicians. Musicians who play instruments with several keys or buttons, such as pianists, organists, and keyboard players, play in jazz bands. The jazz musicians move in segments, like train cars. Some jazz bands play in a single segment. Other jazz bands play in two or more segments. The musicians play bass drums and snare drums instead of drums.

**Performance Elements**

Most jazz players play bass drums and snare drums instead of drums. Instead of drums, jazz players use cymbals to achieve a more delicate sound. A jazz band may also add cymbals.

**The Rhythm Section**

Music is often considered as solo instrument. Passion may also accompany jazz music. Many jazz musicians focus on their rhythm sections. They may also form a keyboard player, a pianist, a bassist, a drummer, a cymbalist, a trumpet player, a saxophone player, a clarinet player, a flute player, a violinist, a cellist, and a double bass player. The musicians play bass drums and snare drums.

**All That Jazz**

If you listen to a solo artist playing cool jazz on the piano, you may hear a small combo playing bebop, you can hear a band playing swing, and you may hear a band playing swing music. You may even hear a band playing cool jazz. All that jazz! You can get up and dance.

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## Level 3 ■■■■

Words to Know list, Reading Selection, and Reading Comprehension questions

**Diversity Among Jazz Musicians**

Jazz music has spread from Africa, Asian drumming, and Latin American music. It has spread from black people who were brought to the United States. African slaves for hundreds of years have influenced jazz. In the 1900s, jazz musicians learned the genre from black musicians. They played the genre quickly spread to cities throughout the United States. It spread to Mexico, Canada, and Australia. By the 1950s, swing had become a folk dance of the 1950s, second only to the twist. In the 1960s, swing gave way to rock and roll. In the 1970s, swing gave way to disco. In the 1980s, swing gave way to jazz fusion. In the 1990s, swing gave way to jazz. In the 2000s, swing gave way to jazz fusion again. In the 2010s, swing gave way to jazz again.

**Diversity Among Jazz Musicians**

Jazz was born in New Orleans (NOLA). It is pretty dry near the mouth of the Mississippi River, so the Gulf of Mexico. There, many cultures coexist. Musicians from many countries—such as African Americans, Cuban Americans, Mexican Americans, and Puerto Ricans—came to New Orleans in the early 1900s. Dressed in hats and ties, they played jazz. This was the birthplace of jazz. In the 1920s, jazz bands began playing a style of jazz called "dixieland." Big bands, led by Louis Armstrong, Count Basie, and Duke Ellington, by the 1930s, had won over musicals and Broadway shows. This was very before the Civil Rights Movement. In the 1940s, jazz bands moved north. Chicago became the center of new jazz styles. Over the decades, jazz continued to develop. New jazz styles such as bop, cool jazz, and free jazz developed. In the last few decades, jazz has been blended with other popular genres, such as rock, rap, blues, and pop. Today, musicians of every race, culture, and nation play jazz.

**Over the Decades**

Latin jazz, cool jazz, and free jazz developed. In the last few decades, jazz has been blended with other popular genres, such as rock, rap, blues, and pop. Today, musicians of every race, culture, and nation play jazz.

**Visual Literacy**

**Musicians in a Traditional Jazz Band**

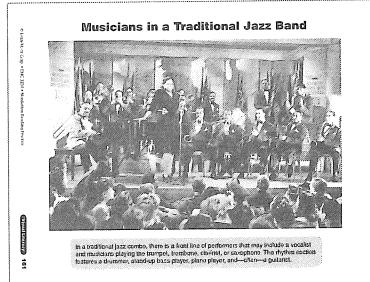
In a traditional jazz concert, there is a front line of performers that may include a vocalist and musicians playing the trumpet, trombone, clarinet, or saxophone. The rhythm section features a drummer, keyboard player, piano player, and—either a guitar

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## Assemble the Unit

Reproduce and distribute one copy for each student:

- Visual Literacy page: Musicians in a Traditional Jazz Band, page 161
- Level 1, 2, or 3 Reading Selection and Reading Comprehension page and the corresponding Words to Know list
- Graphic Organizer of your choosing, provided on pages 180–186
- Writing Form: All That Jazz, page 162



Visual Literacy

## Introduce the Topic

Read aloud and discuss the “Musicians in a Traditional Jazz Band” caption and photo on the Visual Literacy page. Explain that jazz music originated in the United States around 1900. Most early jazz musicians were African American.

## Read and Respond

Form leveled groups and review the Words to Know lists with each group of students. Instruct each group to read their selection individually, in pairs, or as a group. Have students complete the Reading Comprehension page for their selection.

## Write About the Topic

Read aloud the leveled writing prompt for each group. Tell students to use the Graphic Organizer to plan their writing. Direct students to use their Writing Form to respond to their prompt.

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Writing Form

# Musicians in a Traditional Jazz Band



In a traditional jazz combo, there is a front line of performers that may include a vocalist and musicians playing the trumpet, trombone, clarinet, or saxophone. The rhythm section features a drummer, stand-up bass player, piano player, and—often—a guitarist.

# All That Jazz

The image features a black and white illustration of a man in a dark suit and a beret, playing a saxophone. He is positioned in the bottom right corner of the page. As he plays, several musical notes—specifically eighth and sixteenth notes—float out from the top of his instrument. The background is filled with a series of thin, horizontal lines, resembling music staves or ledger lines, which extend across the entire width of the page. The overall composition suggests a connection between the man's performance and the underlying musical structure represented by the lines.



## Words to Know

### Jazz History, Decade by Decade

ragtime  
soundtrack  
distinctive  
tempo  
Dixieland jazz  
classic jazz  
Mardi Gras  
clarinet  
“all the rage”  
vocalists  
bebop  
fronted  
improvisations  
compositions  
generated

Jazz ■■



## Words to Know

### Jazz: Born in New Orleans

genre  
bebop  
fusion  
duos, trios, combos  
brass section  
trombones  
reed instruments  
clarinets  
saxophones  
soprano, alto, tenor,  
baritone  
percussion section  
snare drums  
vocalists  
rhythm section

Jazz ■■■

## Words to Know

### Diversity Among Jazz Musicians

diversity  
traces  
originated  
NOLA  
coexisted  
Acadian French  
Caribbean  
hotbed  
mainstream  
integrated  
tolerance  
bossa nova  
fusion  
acoustic  
sampled

Jazz ■■■■

# Jazz History, Decade by Decade

Along with blues, ragtime, and other music genres, jazz was developed primarily by African Americans. Many of these musicians lived in the Southern states. Jazz was born, grew, and blossomed in the twentieth century.

## Influences on Jazz

In the 1890s, black musicians in St. Louis, Missouri, invented ragtime. Its name stemmed from its “ragged” (jumpy, unexpected) rhythm. African American composer Scott Joplin is famous for his ragtime piano tunes. Joplin’s “The Entertainer” was on the soundtrack for *The Sting*, a 1973 hit movie.

Blues music, too, had an influence on jazz. Sad-sounding blues songs feature a distinctive rhythm. Most include a guitar player and a singer. Most blues tunes also have a slower tempo that reflects their mournful lyrics.

In the first decade of the 1900s, jazz was born in New Orleans. Dixieland jazz bands played in African American funeral processions and street parades. Jazz lovers call this style “classic jazz.” If you have marched in or watched a Mardi Gras parade, you have heard classic jazz.

## The Golden Age of Jazz

During the 1920s, radio stations in cities such as Chicago, Detroit, and Kansas City broadcast live jazz performances. Listeners could hear Duke Ellington on the piano and Benny Goodman on the clarinet. This decade was called the “golden age of jazz.”

## Swing and Bebop

By the 1930s, big-band swing was all the rage. Swing is dance music. Young people of all races danced to bands led by Ellington, Goodman, and Count Basie. Jazz vocalists such as Sarah Vaughan, Billie Holiday, and Nat King Cole fronted bands. In the 1940s, bebop came into style. Bebop has complex melodies and long solo improvisations. Jazz greats like Charlie Parker, Dizzy Gillespie, and Ella Fitzgerald could improvise—*invent* tunes and lyrics—on the spot.

## Cool Jazz Down the Decades

In the 1950s, cool jazz took over. Jazz stars like Stan Getz, Miles Davis, and Dave Brubeck recorded simpler, smooth compositions. During the 1960s and 1970s, musicians blended jazz with rock music, but by the 1980s, many jazz artists returned to swing, cool jazz, and bebop. In the 1990s, some musicians experimented with computer-generated jazz sounds. Other artists blended jazz with rap music. Today, jazz remains an exciting musical style. Just watch a few Wynton Marsalis music videos. You’ll experience how hip, cool, hot, and funky jazz can be.



lev radin / Shutterstock.com

## Jazz History, Decade by Decade

Fill in the circle by the correct answer. Then answer questions 3, 4, and 5.

1. Which two words are synonyms?
    - (A) blue, joyful
    - (B) distinctive, ordinary
    - (C) tempo, beat
    - (D) improvised, rehearsed
  
  2. A syncopated rhythm is one that changes unexpectedly by stressing a beat that is normally unstressed. Which word is a synonym for “syncopated”?
    - (A) ragged
    - (B) mournful
    - (C) classic
    - (D) complex
  
  3. What is the relationship between bebop and improvisation?
- 
- 

4. Explain why you think cool jazz was described as “cool” rather than “hot.”
- 
- 

5. Explain why you think the earliest jazz style is called “classic jazz.”
- 
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### Write About the Topic

Use the Writing Form to write about what you read.

Summarize the article by connecting different types of jazz with the decades in which they originated.



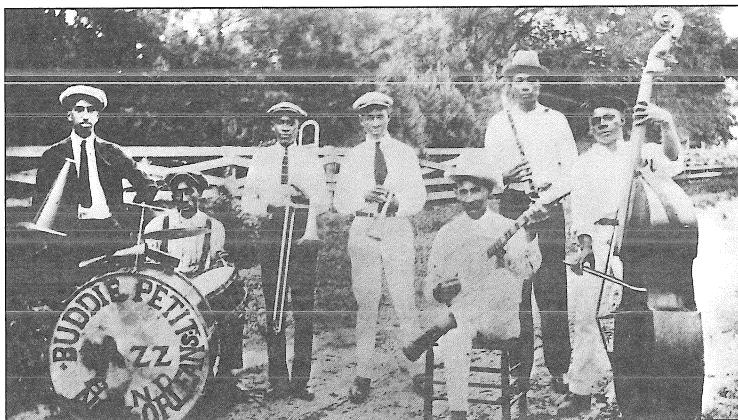
# Jazz: Born in New Orleans

Think of slang terms that your oldest relatives use to describe music or clothing styles they like. Terms like “hip,” “cool,” “hot,” “funky,” “crazy,” and “groovy” all stem from the jazz music scene of the early to mid-1900s. Around 1900 in New Orleans, Louisiana, African American musicians invented the name “jazz” for a style of popular music they played. The genre quickly spread to other U.S. cities. It spread to Mexico, Europe, and around the world. Each decade of the 1900s seemed to have its own jazz style—or three or four. Hot jazz, swing, bebop, cool jazz, and fusion were just a few.

## Brass and Reed Instruments

Jazz bands can be various sizes ranging from duos and trios to small combos to “big bands.”

A big band always has a brass section with several trumpets and trombones. Musicians who play reed instruments (clarinets and saxophones) play in jazz bands, too. Jazz saxophones come in soprano, alto, tenor, and baritone.



Buddie Petit's New Orleans Jazz band, 1920

## Percussion Instruments

Jazz drummers play bass drums and snare drums. Instead of drumsticks, a jazz musician may use wire brushes to achieve a more delicate sound. A jazz drummer may also add cymbals.

## The Rhythm Section

Jazz piano is popular as a solo instrument. Pianists may also accompany jazz vocalists. Many combos and big bands have pianos in their rhythm sections. They may also feature keyboard players on electronic pianos, organs, and synthesizers. Acoustic and electric guitar players, too, may play in jazz rhythm sections. A stand-up bass player plays bass lines in the rhythm section. The musician usually plucks the strings rather than using a bow.



## All That Jazz

It's relaxing to listen to a solo artist playing cool jazz on the piano. When you listen to a small combo playing bebop, you can appreciate the complicated patterns they weave. But when you hear a big band playing swing music, you just want to get up and dance.

## Jazz: Born in New Orleans

Fill in the circle by the correct answer. Then answer questions 3, 4, and 5.

1. Swing, bebop, cool jazz, and fusion are jazz \_\_\_\_\_.  
Ⓐ styles  
Ⓑ instruments  
Ⓒ sections  
Ⓓ combos

2. Brass, percussion, and rhythm are jazz-band \_\_\_\_\_.  
Ⓐ styles  
Ⓑ instruments  
Ⓒ sections  
Ⓓ sizes

3. In paragraph 1, what does the author mean by “the jazz music scene”?
- 
- 

4. Use paragraphs 2–4 to explain how a jazz band is organized into sections.
- 
- 

5. In paragraph 5, what does the author mean by “the complicated patterns they weave”?
- 
- 

### Write About the Topic

Use the Writing Form to write about what you read.

Summarize the article by explaining each paragraph’s main idea and important supporting details.



# Diversity Among Jazz Musicians

Jazz music traces its roots back to Africa. African drumming, songs, and dances came to North America with black people who endured the horrors of slavery for hundreds of years. Once established in the United States, African Americans originated many popular musical styles, including blues, gospel, and soul. Jazz is one of the many.

Jazz was born around 1900 in New Orleans, Louisiana. NOLA is a port city near the mouth of the Mississippi River on the Gulf of Mexico. There, many cultures coexisted; they still do. Some of these are African American, Mexican, Acadian French, and Caribbean. In the early 1900s, Dixieland jazz bands started playing in African American funeral processions and Mardi Gras parades. Jazz lovers call this style “classic jazz.” When many black musicians moved north, Chicago became a hotbed of new jazz styles.

Jazz went mainstream in the 1930s when big bands began playing a style of dance music called swing. By this time, white musicians such as Benny Goodman, Jimmy and Tommy Dorsey, and Glenn Miller were playing jazz and forming big bands. African American big-band leaders included Louis Armstrong, Count Basie, Dizzy Gillespie, and Duke Ellington. By the late 1930s, big bands were integrated. This was long before the Civil Rights Movement, and it was an unusual step toward tolerance.

Over the decades, jazz continued to flourish. New jazz styles such as bebop, Latin jazz, cool jazz, bossa nova, and fusion developed. In the last four decades of the 1900s, musicians blended jazz with other popular styles such as rock, soul, disco, and rap. Today, musicians of every race, culture, and nation play jazz. In one of the newest forms, European jazz, French and Scandinavian musicians have combined House (derived from disco music and funk) with acoustic, electronic, and sampled sound.



Louis Panossie

Duke Ellington in French film “L'Aventure du Jazz”



Meteopark

Ira Kaspi Jazz Diva Band from Finland