

1 HARD ROCK AND HEAVY METAL

1.1 The 1970's

- Failure of the counterculture begins a shift to a more cynical view of the world
- Reinforced by:

1.1.1 The Energy Crisis (1973 – 1974)

- Yom Kippur War (October 1973)
- The energy crisis marks the beginning of the economic recession since the end of WWII
- USA supported Israel in the war due to which the rival nations cut down USA's oil supply and there was a literal shortage of oil all over the country
- This is when gas tank locks were invented, and people were shot stealing gas
- This marked the end of post-war prosperity of the United States

1.1.2 Watergate

- Facing criminal charges and impeachment, President Richard Nixon resigns (August 1974)

1.1.3 Vietnam

- The fall of Siagon (April 30, 1975)
- United States lost a war
- All of this captured on live television
- This shook the United States sense of being a world power

1.2 In General: The 1970's

- Soul develops the "Philadelphia" sound with bands like The O'Jays
- Funk becomes popular with Sly and the Family Stone and Parliament Funkadelic
- Pop develops a cycle of singer/songwriters such as Carol King and James Taylor
- Album sales reach new levels with sales with success of The Eagles' "Hotel California" and Fleetwood Mac's "Rumors"

1.3 Hard Rock / Heavy Metal

- Shift to the "Hippie Aesthetic"
 - Started by The Beatles' Sgt. Peppers

- Marks the shift from “Rock ‘n’ Roll” to “Rock”
- Moving from:
 - Singles to albums
 - Dancing to listening
 - Entertainers to “serious” musicians
 - FM radio – AOR (album-oriented rock)
- Sonic development from Psychedelic Blues / British Blues Revival
- It is a response to the failure of counterculture
- The philosophy of the counterculture was more focused on the advantages of the collective. With the shootings at Kent State, the philosophy of the collective began to give way to more of a focus on the individual

1.4 Distinctions Between Hard Rock and Heavy Metal

- **Distortion:** More confined to guitar for hard rock but for heavy metal, higher levels of distortion can be found in other instruments like bass
- **Tempo:** Songs tend to be mid-ranged tempos for hard rock, end of the spectrum. For heavy metal music, tempos can be extreme – very fast or very slow. Heavy metal songs can have huge variations of tempo while hard rock tends to maintain the same tempo
- **Blues:** A lot easier to hear blues influences when looking at hard rock end of the spectrum
- **Lyrics:** Hard rock end of spectrum tends to have lyrics like Chuck Berry songs (cars, women, parties, etc.). Hard rock songs have lyrics about psychological loss of control, wars, fantasy, and religious imagery

1.4.1 Example: AC/DC (Hard Rock)

- Australian, formed in 1973
- The album “Back in Black” (1980) has sold over 50 million copies, 2nd highest album sales in history
- Strong blues influence, steady tempos, rock ‘n’ roll lyrics
- This band strongly personifies the hard rock end with Chuck Berry style lyrics

1.4.2 Example: Metallica (Heavy Metal)

- Los Angeles, formed in 1981

- Musically highly technical, frequent tempo changes, instrumental sections, classical influences, virtuosic soloing, heavy distortion, lyrics that express alienation and loss of control

1.5 Founding Bands

- Black Sabbath
- Deep Purple
- Led Zeppelin

1.5.1 Black Sabbath

- British
- “Doomy music”
- Madness / futility of war
- **“War Pigs” (1970 – From the Album *Paranoid*)**
 - Tempo changes
 - Instrumental sections
 - Lyrics that focus on alienation, futility
 - But lower level of distortion

1.5.2 Deep Purple

- Also British
- Electric organ played by Jon Lord
- **“Highway Star” (1972 – From the Album *Machine Head*)**
 - “Berry-style” lyrics
 - Virtuosic vocal performance during the introduction
 - Use of electric organ
 - Classical influences in musicianship and approach to solos

1.5.3 Led Zeppelin

- Once again, also British
- Grew out of The Yardbirds (British Blues Revival)
- Significant blues influence
- Also strong acoustic / Celtic influence

- Virtuoso musicianship / mastery of recording studio
- No interest in “editing” for singles
- **“Whole Lotta Love” (1969 – From the Album *Led Zeppelin II*)**
 - Blues-riff-based
 - Middle section like “psychedelic” approach of counterculture
 - Sued by Willie Dixon of Chess Records (“You Need Love” 1962 – performed by Muddy Waters)
- Center of experience is the stadium concert. Why?
 - No radio air play
 - No video/music television
 - Critical rejection in music press
- Concert is the only place to “connect” with the band
- Becomes focal point:
 - Form of worship
 - Rejection of the collective
 - Adulation of technical mastery of an individual
 - Presentation is like that of a corporation
 - All bands have a definitive logo that is heavily projected
 - It is not about the collective, it is about the individual