# Soul to Funk

* Development connected to the civil rights movement and the development of African American identity
* When part of a marginalized group, representation becomes much more important
* Late 1950’s – growing anticipation of civil rights
* Rejection of blues as the sound of the past, rural south, slavery
* New sound of the urban – soul music
* Fusion of:
  + 1) Vocal style from Gospel
  + 2) Rhythm beat of R&B
  + 3) Arrangements and lyric styles from TPA
* Important locations for soul music:
  + 1) Motown – Detroit (Hitsville USA, Motown Records)
  + 2) Stax – Memphis (Soulsville USA, Stax Records)

## Motown

* Founded by Berry Gordy
  + First important label owned by an African American
* Starts in 1959 – based on Gordy’s experience in automotive plants

### Assembly Line – Everything under one roof

* Song writers: Holland/Dozier/Holland, Smokey Robinson
* Maxine Powell: Finishing school
* Cholly Atkins: Choreographer
* The Funk Brothers: House band
* Result is absolute consistency of product

### “You’d Better Shop Around” (Smokey and the Miracles 1960)

* Polished, restrained presentation – sophistication
  + This was intentional in order to appeal to the middle-class white audience

### The Supremes: “Stop in the Name of Love” (1965)

* Gospel influence
* Idealized romance lyrics
* A dancing beat – intended for dance
* A vibraphone (usually found in Jazz)
* Sound and production practice:
  + Focus on arrangement
  + Clarity of sound
  + Accuracy of performance
  + “Quality Control” – comparison to other hit records
* Motown was a very successful operation even though it came under criticism for whitening the artists

## Stax