## **TEST BANK**

By Joe Gennaro

UNIVERSITY OF CENTRAL FLORIDA

To Accompany

# What's That Sound?

An Introduction to Rock and Its History

FIFTH EDITION

By John Covach and Andrew Flory



W. W. Norton & Company has been independent since its founding in 1923, when William Warder Norton and Mary D. Herter Norton first published lectures delivered at the People's Institute, the adult education division of New York City's Cooper Union. The firm soon expanded their program beyond the Institute, publishing books by celebrated academics from America and abroad. By mid-century, the two major pillars of Norton's publishing program—trade books and college texts—were firmly established. In the 1950s, the Norton family transferred control of the company to its employees, and today—with a staff of four hundred and a comparable number of trade, college, and professional titles published each year—W. W. Norton & Company stands as the largest and oldest publishing house owned wholly by its employees.

Copyright © 2018 by W. W. Norton & Company, Inc. All rights reserved Fifth Edition

Production Manager: Benjamin Reynolds

Digital Media Editor: Steve Hoge

Assistant Editor, Digital Media: Stephanie Eads

W. W. Norton & Company, Inc., 500 Fifth Avenue, New York, N.Y. 10110-0017 www.wwnorton.com

W. W. Norton & Company Ltd., Castle House, 75/76 Wells Street, London W1T 3QT1 2 3 4 5 6 7 8 9 0

## **CONTENTS**

introduction	Studying Rock	1
Chapter 1	Roots-1955, The World before Rock and Roll	14
Chapter 2	1955-1960, The Birth and First Flourishing of Rock and Roll	27
Chapter 3	1959–1963, The Demise of Rock and the Promise of Soul	40
Chapter 4	1964–1966, The Beatles and the British Invasion	52
Chapter 5	1964–1966, American Responses	64
Chapter 6	1960-1970, Motown Pop and Southern Soul	77
Chapter 7	1966–1969, Psychedelia	90
Chapter 8	1970–1975, The Growing Rock Monster	102
Chapter 9	1970-1980, Black Pop, Reggae, and the Rise of Disco	115
Chapter 10	1975-1980, Mainstream Rock, Punk, and New Wave	127
Chapter 11	1980–1990, I Want My MTV	139
Chapter 12	1982-1989, Heavy Metal, Rap, and Indie Rock	152
Chapter 13	1990-1999 Alternative Rock and Rock Alternatives	164
Chapter 14	1990–1999, Widening Gaps	176
Chapter 15	2000-present, Rock Traditions and the Business of Change	188

## INTRODUCTION

Studying Rock

#### MULTIPLE CHOICE

1.	The study of musical form includes  a. the meaning of lyrics.  b. how sections are organized to create a larger structure.  c. studying the types of instruments used in a song.  d. how musicians create different versions of the same song.
	ANS: B PTS: 1 DIF: Easy REF: p. 10 TOP: Typical Formal Types in American Popular Music
2.	The 12-bar blues form consists of a. call-and-response. b. a group of three phrases. c. three groups of four phrases. d. four groups of four phrases.
	ANS: C PTS: 1 DIF: Easy REF: p. 11 TOP: The 12-Bar Blues and the Doo-Wop Progression
3.	<ul> <li>A chord is a</li> <li>a. series of single notes that create a key.</li> <li>b. combination of notes played together.</li> <li>c. scale organized in a key.</li> <li>d. series of 12 notes played in succession.</li> </ul>
	ANS: B PTS: 1 DIF: Easy REF: p. 12 TOP: The 12-Bar Blues and the Doo-Wop Progression
4.	How does Jackie Brenston's "Rocket '88" break with standard blues practices?  a. It inserts additional instrument solos.  b. It uses the same pattern for each verse.  c. It uses different chord progressions for each verse.  d. It does not follow a question/question/answer pattern.
	ANS: D PTS: 1 DIF: Moderate REF: p. 12 TOP: The 12-Bar Blues and the Doo-Wop Progression
5.	The "doo-wop progression" consists of a a. series of four chords. b. combination of four phrases. c. series of alternating choruses with verses. d. progression of lyrics to determine the song format.
	ANS: A PTS: 1 DIF: Easy REF: p. 12 TOP: The 12-Bar Blues and the Doo-Wop Progression

6.	<ul><li>One of the most common musical forms fo</li><li>a. doo-wop progression.</li><li>b. simple verse form.</li></ul>	c.		
	ANS: C PTS: 1 TOP: AABA Form	DIF:	Easy	REF: p. 14
7.	All of the following songs use the 12-bar b a. "Johnny B. Goode." b. "Can the Circle Be Unbroken."	lues for c. d.	"Shake, Ratt	ele, and Roll."
	ANS: B PTS: 1 TOP: Simple Verse-Chorus	DIF:	Easy	REF: pp. 15–17
8.	Buddy Holly's "That'll Be the Day" is an ea. 12-bar blues. b. contrasting verse-chorus.	example c. d.	simple verse	
	ANS: B PTS: 1 TOP: Contrasting Verse-Chorus	DIF:	Easy	REF: p. 17
9.	Which of the following songs employs a further a. "All I Have to Do Is Dream" by the Evolution by the Circle Be Unbroken" by the Circle Be Unbroken	verly Bi Carter I	rothers	
	ANS: D PTS: 1 TOP: AABA Form	DIF:	Moderate	REF: p. 15
10.	<ul> <li>A simple verse structure has</li> <li>a. alternating verses and choruses.</li> <li>b. no chord progression.</li> <li>c. a complex use of choruses and verses.</li> <li>d. no chorus.</li> </ul>			
	ANS: D PTS: 1 TOP: Contrasting Verse-Chorus	DIF:	Moderate	REF: p. 18
11.	All of the following are used by a drummer a. high-hat. b. tom-toms.	r EXCE c. d.	synthesizer.	
	ANS: C PTS: 1 TOP: Beat It: Drums and Percussion	DIF:	Easy	REF: p. 18
12.	Which part of a drum set does a drummer of a. snare drum b. tom-toms	often us c. d.	. * *.	stest notes?
	ANS: D PTS: 1 TOP: Beat It: Drums and Percussion	DIF:	Moderate	REF: p. 18

13.	The job of the bass player is to a. act as a bridge between the harmonic and rhythmic sections. b. establish meter and rhythm. c. fill in the remaining space between drumbeats. d. add a melodic element to instrumental solos.
	ANS: A PTS: 1 DIF: Moderate REF: p. 19 TOP: The Low Down: Electric Bass
14.	Prior to the early 1960s, the bass guitar usually a. was not used. b. was an acoustic upright bass that could be amplified if necessary. c. performed a majority of the instrumental solos. d. provided rhythmic drive for the instrumental soloists.
	ANS: B PTS: 1 DIF: Moderate REF: p. 19 TOP: The Low Down: Electric Bass
15.	Which instrument rounds out harmony by playing full chords?  a. bass guitar c. rhythm guitar b. drums d. saxophone
	ANS: C PTS: 1 DIF: Moderate REF: p. 19 TOP: Harmony in Motion: Rhythm Guitar and Keyboards
16.	Which of the following instruments can be used along with, or in place of, a rhythm guitar?  a. piano  c. bass  b. drums  d. vocals
	ANS: A PTS: 1 DIF: Moderate REF: p. 20 TOP: Harmony in Motion: Rhythm Guitar and Keyboards
17.	In addition to conveying the lyrics of a song, the lead singer's role is to a. provide vocal harmony to melodies. b. support the rhythmic drive with bass notes. c. give rhythmic propulsion that drives the tempo of the music. d. create melodic interest.
	ANS: D PTS: 1 DIF: Moderate REF: p. 20 TOP: In the Spotlight: Lead Singers and Backup Vocals
18.	One of the purposes of an instrumental solo is to  a. bring attention to lyrics being performed by a lead singer.  b. harmonize with the rhythm section.  c. create musical contrast so the return of the vocals will sound fresh.  d. add harmonic interest by playing riffs.
	ANS: C PTS: 1 DIF: Difficult REF: p. 21 TOP: Steppin' Up: Instrumental Solos

19.	a. strings	c. horns d. a synthesizer	itional punch to the music?
	ANS: C PTS: 1 DII TOP: Horns and Strings: Sweetening the Soun		REF: p. 21
20.	The song "Smoke on the Water" by Deep Purpl a. an organ playing rhythmic chords. b. the lead vocalist singing the first verse supp c. the electric guitar playing a solo, blues-inst d. all the instrumentalists performing the sam	ported by a rhythm pired riff.	
	ANS: C PTS: 1 DII TOP: How It All Fits Together: "Smoke on the		REF: pp. 21–22
21.	The form of "Smoke on the Water" by Deep Pu a. simple verse-chorus. b. 12-bar blues.	rple is c. AABA. d. contrasting ve	erse-chorus.
	ANS: D PTS: 1 DII TOP: How It All Fits Together: "Smoke on the		REF: p. 21
22.	1	c. electric guitar d. bass guitar	
	ANS: B PTS: 1 DII TOP: How It All Fits Together: "Smoke on the		REF: p. 22
23.	Which of the following best describes the relativerse of "Smoke on the Water" by Deep Purple a. "rhythm guitar" role b. sustained rhythm parts c. they are playing almost the same part d. bass part moves faster than guitar part		guitar and bass parts in the first
	ANS: C PTS: 1 DII TOP: How It All Fits Together: "Smoke on the		REF: p. 22
24.	Using the recording studio as an "audio snapshota".  a. exploiting all the possibilities of sound.  b. re-creating sounds that could not be perform.  c. re-creating a live recording as faithfully as d. mixing instruments not usually conducive to	med live. possible.	
	ANS: C PTS: 1 DII TOP: Is It Live or Is It Memorex?	F: Moderate	REF: p. 23

25.	5. When recording music with the "audio snapshot re-create the live sound?	t" ap	proach, which	eleme	nt is necessary in a space to
	a. a high amount of reverb	c. d.	porous surface ambience	es to al	osorb sounds
	ANS: B PTS: 1 DIF TOP: Reverb and Echo	F: :	Easy	REF:	pp. 23–24
26.	<ol> <li>A sound engineer might artificially create a root effect of</li> </ol>	m so	ound through e	lectron	ic means by using the
		c. d.	timbre. stereo.		
	ANS: B PTS: 1 DIFTOP: Reverb and Echo	F: :	Moderate	REF:	p. 23
27.	a. mono.	c.	the music was hi-fi. digital audio v		
	ANS: A PTS: 1 DIFTOP: Every Breadth You Take: Stereo Placem		Easy	REF:	p. 25
28.	a. acoustics	sou c. d.	nd is NOT con ambience stereo placem		from a mixing board?
	ANS: A PTS: 1 DIF	F: .	Moderate	REF:	p. 25
29.	<ul> <li>D. The structure of compound AABA form means</li> <li>a. each section is simple verse-chorus.</li> <li>b. each section of the AABA form is made of</li> <li>c. each section has a contrasting verse chorus.</li> <li>d. each section of the AABA form is made of</li> </ul>	`a la			
	ANS: D PTS: 1 DIF TOP: Putting It All Together: "Josie"	F: :	Easy	REF:	p. 28
30.	Ž		onally syndicat American Ban Soul Train.		
	ANS: C PTS: 1 DIF TOP: Rock Television	F: .	Moderate	REF:	p. 29
31.	a. simple verse		n example of w contrasting ve AABA		
	ANS: B PTS: 1 DIF TOP: Four Common Formal Types	F: :	Easy	REF:	p. 18

32.	The ability to artificia a. echo. b. reverb.	ally create a room sour	nd is referred to as c. ambience. d. timbre.	
	ANS: C TOP: Reverb and E	PTS: 1	DIF: Easy	REF: p. 23
33.	A coda is used in mu a. introduce new m b. round off a tune.	elodies.	<ul><li>c. prepare the b</li><li>d. modulate to a</li></ul>	
	ANS: B TOP: How It All Fit	PTS: 1 ts Together: "Smoke o	DIF: Difficult on the Water"	REF: p. 21
SHOF	RT ANSWER			
1.	How is the 12-bar blu	ues pattern defined?		
	ANS: It is defined by its me	easure length, phrasing	g, lyrics, and chord stru	ucture.
	PTS: 1 TOP: The 12-Bar B	DIF: Difficult lues and the Doo-Wop	REF: p. 11 Progression	
2.	What does the design	nation AABA mean in	musical form?	
	ANS: The first, second, and	l fourth 8-bar phrases	are very similar, where	eas the third 8-bar phrase is different.
	PTS: 1	DIF: Moderate	REF: p. 14	TOP: AABA Form
3.	"Can the Circle Be U	Inbroken" by the Carte	er Family is an exampl	e of form.
	ANS: simple verse-chorus			
	PTS: 1	DIF: Easy	REF: pp. 15–16	TOP: Simple Verse-Chorus
4.	What is the difference	e between a simple ve	rse-chorus and a contr	asting verse-chorus?
			dy and harmony in version for both verses and	ses and choruses, while a contrasting d choruses.
	PTS: 1	DIF: Moderate	REF: p. 17	TOP: Contrasting Verse-Chorus

5.	What is a full reprise?
	ANS: A full reprise is the repetition of an entire AABA form.
	PTS: 1 DIF: Easy REF: p. 14 TOP: AABA Form
6.	What is the principal task of the rhythm section in a rock band?
	ANS: The rhythm section provides a rhythmic and harmonic foundation for singers and instrumental soloists.
	PTS: 1 DIF: Moderate REF: p. 18 TOP: Beat It: Drums and Percussion
7.	Bass players will create their part around the rhythmic pattern played on the, stressing those notes rhythmically while filling in the other notes to provide an interesting bass line.
	ANS: bass drum
	PTS: 1 DIF: Easy REF: p. 19 TOP: The Low Down: Electric Bass
8.	Explain the role of the rhythm section during an instrumental solo.
	ANS: The rhythm section maintains the musical structure and supports the soloist without obstructing her or him.
	PTS: 1 DIF: Moderate REF: p. 21 TOP: Steppin' Up: Instrumental Solos
9.	Horn sections are used frequently to give a tune a little more
	ANS: punch
	PTS: 1 DIF: Easy REF: p. 21 TOP: Horns and Strings: Sweetening the Sound
10.	What are two principal ways to think of recordings?
	ANS: Think of them as a snapshot of a live performance and as a way to use all the sound possibilities in a recording studio.
	PTS: 1 DIF: Difficult REF: p. 23 TOP: Is It Live or Is It Memorex?

11.	what is the main difference between mono and stereo?
	ANS: Mono assumes only one speaker for playback, whereas stereo involves the possibility of multiple speakers.
	PTS: 1 DIF: Moderate REF: p. 25 TOP: Every Breadth You Take: Stereo Placement
12.	A is a section that repeats the same music and lyrics intact in each presentation.
	ANS: chorus
	PTS: 1 DIF: Easy REF: p. 15 TOP: Simple Verse-Chorus
13.	How is compound AABA form defined?
	ANS: Each section of the AABA form is made up of smaller verse and chorus sections.
	PTS: 1 DIF: Moderate REF: p. 28 TOP: Putting It All Together: "Josie"
14.	What were three forms of video-based media that were important to the spread of rock?
	ANS: The three forms of media were television, film, and music videos.
	PTS: 1 DIF: Easy REF: pp. 28–31 TOP: Viewing Rock
15.	"Josie," by Steely Dan, is an example of form.
	ANS: compound AABA
	PTS: 1 DIF: Moderate REF: pp. 27–28 TOP: Putting It All Together: "Josie"

#### **MATCHING**

Match the item to the description below.

- a. one speaker for playback
- b. creates a room sound through electronic means
- c. combinations of notes played together
- d. two sonic images of the same event
- e. the "space" between stereo speakers
- f. the tone color of an instrument
- g. controls EQ, ambience/volume, and stereo placement
- h. adjusting the timbre of each recorded sound
- i. term used in recording to designate a recorded part
- j. a lower or higher version of the same note
- 1. echo
- 2. reverb
- 3. timbre
- 4. EQ
- 5. sonic landscape
- 6. mixing board
- 7. monophonic sound
- 8. octave
- 9. track
- 10. chords

ANS:	D	PTS: 1	DIF:	Moderate	REF:	pp. 23–24
TOP:	Reverb and Ed	cho				
ANS:	В	PTS: 1	DIF:	Easy	REF:	pp. 23–24
TOP:	Reverb and Ed	cho				
ANS:	F	PTS: 1	DIF:	Easy	REF:	p. 24
TOP:	River Deep, M	Iountain High: Equaliz	zation (	EQ)		
ANS:	H	PTS: 1	DIF:	Moderate	REF:	p. 24
TOP:	River Deep, M	Iountain High: Equaliz	zation (	EQ)		
ANS:	E	PTS: 1	DIF:	Difficult	REF:	p. 25
TOP:	Every Breadth	You Take: Stereo Pla	cemen	t		
ANS:	G	PTS: 1	DIF:	Moderate	REF:	p. 25
TOP:	Mixing					
ANS:	A	PTS: 1	DIF:	Easy	REF:	p. 25
TOP:	Every Breadth	You Take: Stereo Pla	cemen	t		
ANS:	J	PTS: 1	DIF:	Easy	REF:	p. 19
TOP:	The Low Dow	n: Electric Bass				
ANS:	I	PTS: 1	DIF:	Easy	REF:	p. 26
TOP:	Mixing					
ANS:	C	PTS: 1	DIF:	Easy	REF:	p. 12
TOP:	The 12-Bar B	lues and the Doo-Wop	Progre	ssion		
	TOP: ANS:	TOP: Reverb and Ed ANS: B TOP: Reverb and Ed ANS: F TOP: River Deep, MANS: H TOP: River Deep, MANS: E TOP: Every Breadth ANS: G TOP: Mixing ANS: A TOP: Every Breadth ANS: J TOP: The Low Dow ANS: I TOP: Mixing ANS: I TOP: Mixing ANS: C	TOP: Reverb and Echo  ANS: F PTS: 1  TOP: River Deep, Mountain High: Equalized ANS: H PTS: 1  TOP: River Deep, Mountain High: Equalized ANS: E PTS: 1  TOP: Every Breadth You Take: Stereo Plance ANS: G PTS: 1  TOP: Mixing  ANS: A PTS: 1  TOP: Every Breadth You Take: Stereo Plance ANS: J PTS: 1  TOP: The Low Down: Electric Bass  ANS: I PTS: 1  TOP: Mixing  ANS: C PTS: 1	TOP: Reverb and Echo  ANS: B PTS: 1 DIF: TOP: Reverb and Echo  ANS: F PTS: 1 DIF: TOP: River Deep, Mountain High: Equalization ( ANS: H PTS: 1 DIF: TOP: River Deep, Mountain High: Equalization ( ANS: E PTS: 1 DIF: TOP: Every Breadth You Take: Stereo Placement ANS: G PTS: 1 DIF: TOP: Mixing  ANS: A PTS: 1 DIF: TOP: Every Breadth You Take: Stereo Placement ANS: J PTS: 1 DIF: TOP: Every Breadth You Take: Stereo Placement ANS: J PTS: 1 DIF: TOP: The Low Down: Electric Bass ANS: I PTS: 1 DIF: TOP: Mixing ANS: C PTS: 1 DIF:	TOP: Reverb and Echo  ANS: B PTS: 1 DIF: Easy  TOP: Reverb and Echo  ANS: F PTS: 1 DIF: Easy  TOP: River Deep, Mountain High: Equalization (EQ)  ANS: H PTS: 1 DIF: Moderate  TOP: River Deep, Mountain High: Equalization (EQ)  ANS: E PTS: 1 DIF: Difficult  TOP: Every Breadth You Take: Stereo Placement  ANS: G PTS: 1 DIF: Moderate  TOP: Mixing  ANS: A PTS: 1 DIF: Easy  TOP: Every Breadth You Take: Stereo Placement  ANS: J PTS: 1 DIF: Easy  TOP: The Low Down: Electric Bass  ANS: I PTS: 1 DIF: Easy	TOP: Reverb and Echo  ANS: B PTS: 1 DIF: Easy REF: TOP: Reverb and Echo  ANS: F PTS: 1 DIF: Easy REF: TOP: River Deep, Mountain High: Equalization (EQ)  ANS: H PTS: 1 DIF: Moderate REF: TOP: River Deep, Mountain High: Equalization (EQ)  ANS: E PTS: 1 DIF: Difficult REF: TOP: Every Breadth You Take: Stereo Placement  ANS: G PTS: 1 DIF: Moderate REF: TOP: Mixing  ANS: A PTS: 1 DIF: Easy REF: TOP: Every Breadth You Take: Stereo Placement  ANS: J PTS: 1 DIF: Easy REF: TOP: The Low Down: Electric Bass  ANS: I PTS: 1 DIF: Easy REF: TOP: Mixing  ANS: C PTS: 1 DIF: Easy REF:

#### **ESSAY**

1.	Compare the 12-bar blues and doo-wop forms. In your comparison, note the similarities and differences between the phrase and harmonic structures. Use roman numerals to show harmonic structures.
	ANS: answers vary
	PTS: 1 DIF: Moderate
2.	Why is the contrasting verse-chorus form considered a more complex popular song form than a simple verse-chorus? Use Buddy Holly's "That'll Be the Day" to explain your answer.
	ANS: answers vary
	PTS: 1 DIF: Easy
3.	Explain how the rhythm section works to create a cohesive rock sound. What is the role of the drums? Bass? Guitar?
	ANS: answers vary
	PTS: 1 DIF: Moderate
4.	Discuss the various techniques used to record rock music. Explain how specific studio effects, both acoustic and electronic, work to create unique sounds and different "sonic landscapes" for recordings.
	ANS: answers vary
	PTS: 1 DIF: Moderate
5.	Assess some of the ways in which rock music has become available to audiences through various forms of video-based media. How have television, film, and music videos been utilized since rock's inception?
	ANS: answers vary
	PTS: 1 DIF: Moderate
TRUI	E/FALSE
1.	In music, four measures are called a phrase.
	ANS: T PTS: 1 DIF: Easy REF: p. 11 TOP: The 12-Bar Blues and the Doo-Wop Progression

2.	A chorus is a section in music that repeats the same music but with different lyrics in each presentation.
	ANS: F PTS: 1 DIF: Moderate REF: p. 15 TOP: Simple Verse-Chorus
3.	In simple verse form, all verses are based on the same music, followed by a chorus.
	ANS: F PTS: 1 DIF: Easy REF: pp. 15–17 TOP: Simple Verse-Chorus
4.	Reverb and echo are the exact same effect.
	ANS: F PTS: 1 DIF: Moderate REF: pp. 23–24 TOP: Reverb and Echo
5.	By the late 1960s, stereo was the preferred format for recording albums.
	ANS: T PTS: 1 DIF: Easy REF: p. 25 TOP: Every Breadth You Take: Stereo Placement
6.	A bass player's job is to "lock in" with the vocalist rhythmically and to provide bass notes to chord progressions played by the guitar.
	ANS: F PTS: 1 DIF: Moderate REF: p. 19 TOP: The Low Down: Electric Bass
7.	AABA form is one of the most commonly used formal patterns in Tin Pan Alley songs.
	ANS: T PTS: 1 DIF: Moderate REF: p. 14 TOP: AABA Form
8.	Horn sections often consist of saxophones, trumpets, and trombones.
	ANS: T PTS: 1 DIF: Easy REF: p. 21 TOP: Horns and Strings: Sweetening the Sound
9.	In music, meter refers to the ways in which musical sounds are organized in time.
	ANS: F PTS: 1 DIF: Difficult REF: p. 11 TOP: A Note on Rhythm and Meter
10.	The 12-measure structure of the 12-bar blues is distinctive because its measures fall into four groups of three.
	ANS: F PTS: 1 DIF: Moderate REF: p. 11 TOP: The 12-Bar Blues and the Doo-Wop Progression

11.	Despite the acknowledged importance of rock music, determining exactly what "rock" means is NOT
	easy.

ANS: T PTS: 1 DIF: Easy REF: p. 3

TOP: Studying Rock

12. Compound is when each musical beat is divided evenly into two parts.

ANS: F PTS: 1 DIF: Moderate REF: p. 11

TOP: A Note on Rhythm and Meter

CHAPTER 1 Roots—1955, The World before Rock and Roll

### MULTIPLE CHOICE

	<ul> <li>a. was developed as a regional style of music.</li> <li>b. was located in New York City.</li> <li>c. included a high concentration of songwriters and song publishers.</li> <li>d. was a term that denoted a specific way of doing business in popular music.</li> </ul>
	ANS: A PTS: 1 DIF: Easy REF: pp. 43–46 TOP: Sheet Music Publishers and Professional Songwriters
2.	The role of the Tin Pan Alley publisher was to a. perform songs on the Broadway stage to new audiences. b. compose the form of the song. c. write lyrics for Tin Pan Alley songs. d. pitch songs to artists who might consider performing them.
	ANS: D PTS: 1 DIF: Easy REF: p. 44 TOP: Sheet Music Publishers and Professional Songwriters
3.	Regional boundaries in popular culture began to diminish in the 1920s as a result of a. the invention of the phonograph.  b. NBC radio broadcasting coast-to-coast with a national radio network.  c. the migration of southerners to northern cities.  d. regional radio stations being bought out by national radio stations.
	ANS: B PTS: 1 DIF: Moderate REF: p. 39 TOP: National versus Regional
4.	<ul> <li>Amos 'n' Andy is an example of</li> <li>a. a Broadway musical featuring Tin Pan Alley songs.</li> <li>b. an early television program featuring country and western performers.</li> <li>c. a popular comedy program broadcast on network radio.</li> <li>d. a Hollywood musical.</li> </ul>
	ANS: C PTS: 1 DIF: Easy REF: p. 41 TOP: The Rise of the Radio Networks in the 1920s (How Did They Work?)
5.	Ralph Peer made early recordings of which type of music?  a. rhythm and blues  c. western swing  b. rural blues  d. hillbilly music
	ANS: D PTS: 1 DIF: Easy REF: p. 55 TOP: "Country" Music in the Southeast in the 1930s

1. All of the following are true about Tin Pan Alley EXCEPT that it

6.	Western music is most often associated with the  a. open prairie and cowboys.  b. influence of white gospel music.  c. folk music of the Appalachian Mountains.  d. use of the Hawaiian guitar.
	ANS: A PTS: 1 DIF: Easy REF: p. 55 TOP: "Western" Music in the Southwest and California in the 1930s
7.	Jimmie Rodgers's performance style was noted for his trademark a. guitar playing. c. yodel. b. raw, expressive recordings. d. use of an Autoharp.
	ANS: C PTS: 1 DIF: Moderate REF: p. 56 TOP: Jimmie Rodgers, the First Star of Country Music
8.	Memphis was an important music scene for blues due to the a. establishment of a blues-centered music industry. b. migration of rural blacks to urban centers. c. dominance of country and western in Nashville. d. influence of Robert Johnson's rural blues songs.
	ANS: B PTS: 1 DIF: Moderate REF: pp. 62–64 TOP: Migration Patterns from the Rural South to the Urban North
9.	The music of Louis Jordan and His Tympany Five is an example of a. jump blues. c. urban blues. b. rural blues. d. dance blues.
	ANS: A PTS: 1 DIF: Easy REF: p. 64 TOP: Migration Patterns from the Rural South to the Urban North
10.	One reason many radio stations opted for a local or regional approach in the 1950s was because a. black populations were growing in rural areas. b. of the proliferation of music recordings. c. of the development of gramophone technology. d. audiences for popular music shifted from radio to television.
	ANS: D PTS: 1 DIF: Moderate REF: p. 64 TOP: Regional Radio and the Black Experience in 1950s America
11.	All of the following were independent labels in the late 1940s and early 1950s EXCEPT  a. Chess Records.  b. Mercury Records.  c. King Records.  d. Atlantic Records.
	ANS: B PTS: 1 DIF: Moderate REF: p. 65 TOP: Independent Labels Target Regional Audiences