

# [PDF] What's That Sound?: An Introduction To Rock And Its History (Fourth Edition)

John Covach, Andrew Flory - pdf download free book

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#### Books Details:

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#### Description:

**The music—front and center.**

The leading text in the market, *What's That Sound?* strengthens students' listening skills and deepens their understanding of rock, first and foremost, as music. New listening guides and author videos reinforce this classic strength, while also providing additional historical and cultural context that allows students to make connections

between the music and the times.

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He is coeditor of *Understanding Rock* (Oxford 1997), *American Rock and the Classical Music Tradition* (Harwood 2000), and *Institutions, Traditions, and American Popular Music* (Harwood 2000). His extensive writings on twentieth-century music, popular music, and the philosophy of music have appeared in numerous books and journals. Professor Covach also maintains an active career as a performing and recording musician. Andy Flory (Carleton College), a Motown expert, assisted John Covach at UNC Chapel Hill in teaching one of the largest rock history courses in the world. *Rock History in the Media* • *I Know What I Like: The Fan Mentality* • *The Ups and Downs of Chart Positions* • *The Four Themes* • *Tracking the Popularity Arc*. *What to Listen For in Rock 8* • *Recordings and Radio Further a National Sound for Country*. and *Western Music 56*. *Superstation Radio Broadcasts in Prime Time* • *Country Music during World*. What was the record label formed by Bert Berns with his bosses from Atlantic Records, Ahmet and Nesuhi Ertegun and Jerry Wexler? *Bang!* • Which Chicago-based label, known for its electric blues and rock and roll records in the 1950s, was still active in producing black pop in the 1960s? *Chess*. Which artist had a chart hit with "Say It Loud, I'm Black and I'm Proud" in 1968? The number 1 text in the market, *What's That Sound?* treats rock as music first and foremost. New co-author Andy Flory has built on the classic strengths of the book to deliver this Third Edition, which includes revamped in-text listening guides, a four-color design, a new introductory chapter, updated material on music in the twenty-first century, and new and revised in-text features designed to help students become better listeners. [criv.pw](#). [Save to Library](#). [Create Alert](#). [Cite](#).

He is coeditor of *Understanding Rock* (Oxford 1997), *American Rock and the Classical Music Tradition* (Harwood 2000), and *Institutions, Traditions, and American Popular Music* (Harwood 2000). His extensive writings on twentieth-century music, popular music, and the philosophy of music have appeared in numerous books and journals. Professor Covach also maintains an active career as a performing and recording musician. Andy Flory (Carleton College), a Motown expert, assisted John Covach at UNC Chapel Hill in teaching one of the largest rock history courses in the world. "The #1 text and digital media package, *What's That Sound?* helps students understand rock first and foremost as music, emphasizing concepts and listening skills. In addition, rich analysis of the forces that shaped this vibrant style help readers connect the music with its cultural and historical context. With the fifth edition, the media package for the most authoritative, comprehensive survey of rock is augmented by a NEW Spotify-integrated ebook."--RÉsumÉ du site web de l'Éditeur. Xxi, 581, 3, 3, 27 pages : 26 cm. With innovative listening guides (both print and electronic), a rich visual program, and a strong support package, the text gives students a comprehensive and engaging introduction to rock history. Includes index. Includes bibliographical references and index. Studying rock -- The world before rock and roll -- The birth and first flourishing of rock and roll -- The demise of rock and the promise of soul -- The Beatles and the British invasion -- American responses -- Motown pop and southern soul -- Psychedelia -- The growing rock monster -- Black. *What's That Sound?* book. Read 27 reviews from the world's largest community for readers. Offering strong coverage of the music business, rock's visual cu... A thorough and well written guide to Rock music and its place in popular music and culture as a whole that should be interesting to longtime fans and newcomers alike. Still, I couldn't help but notice a few obvious omissions; I mean, how can anyone discuss post-punk/indie scene in the UK without mentioning bands like Joy Division, New Order, and the Smiths? What was the record label formed by Bert Berns with his bosses from Atlantic Records, Ahmet and Nesuhi Ertegun and Jerry Wexler? Bang! Which Chicago-based label, known for its electric blues and rock and roll records in the 1950s, was still active in producing black pop in the 1960s? Chess. Which artist had a chart hit with "Say It Loud, I'm Black and I'm Proud" in 1968?