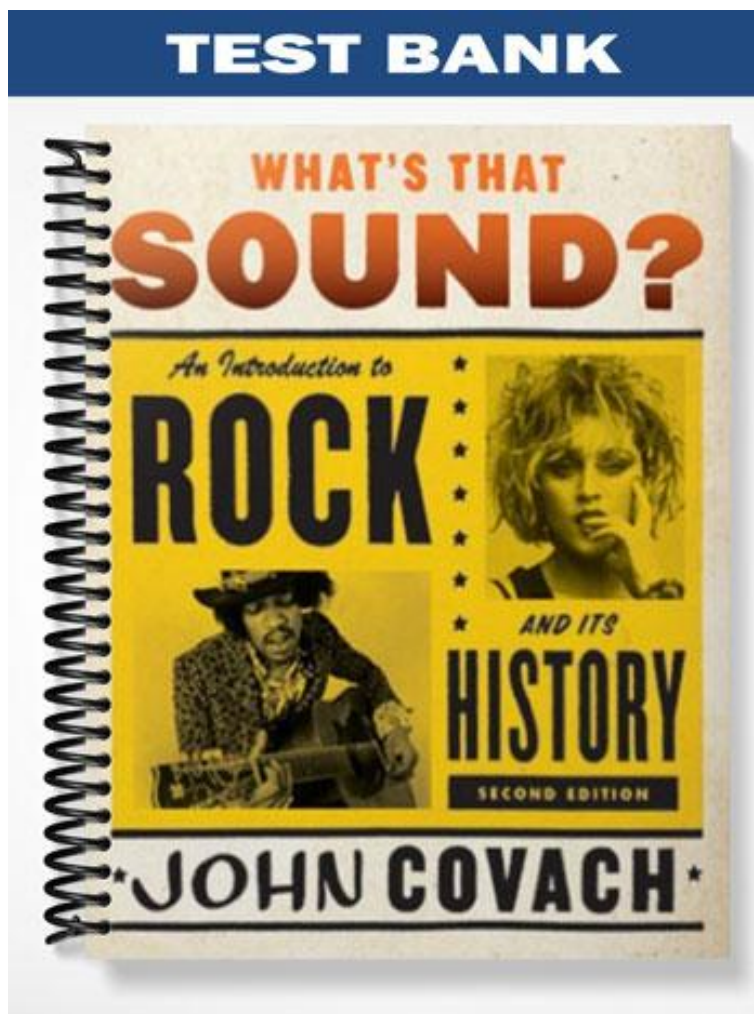


TEST BANK



JOHN COVACH

Chapter 2 - The Birth and First Flourishing of Rock and Roll (1955–1960)

MULTIPLE CHOICE

1. Which 1950s movie featured Bill Haley’s “(We’re Gonna) Rock around the Clock”?
- Rebel without a Cause*
 - Leave It to Beaver*
 - Blackboard Jungle*
 - The Wild One*

ANS: C PTS: 1 DIF: easy REF: p. 65
TOP: The First Wave of War Babies Reaches Adolescence (This Is Not Your Father’s Pop Music)

2. Alan Freed began his career in:
- Cleveland
 - New York City
 - Memphis
 - New Orleans

ANS: A PTS: 1 DIF: medium REF: p. 67
TOP: The Rise of the Disc Jockey in Regional Radio

3. *The Rock and Roll Party* was:
- a 1950s film displaying rebellious youth culture
 - Dewey Phillip’s regional radio show in Memphis
 - the first rock and roll song to become a pop hit
 - Alan Freed’s radio show in New York

ANS: D PTS: 1 DIF: medium REF: p. 68
TOP: The Rise of the Disc Jockey in Regional Radio

4. The practice of payola included:
- independent labels creating manufacturing plants
 - white artists covering songs originally performed by black artists
 - creating business friendships with disc jockeys by offering gifts
 - selling artist contracts to major record labels

ANS: C PTS: 1 DIF: medium REF: p. 69
TOP: Aggressive Marketing by Independent Labels

5. The country and western chart was originally called:
- sepia
 - hillbilly
 - pop
 - southern

ANS: B PTS: 1 DIF: easy REF: p. 70
TOP: Hit Records and the Charts

6. A crossover song is:
- a white artist covering a song originally recorded by a black artist
 - a song recorded by an artist who did not write the song
 - a song or record appearing on multiple music charts
 - an original song released by both independent and major record labels

TOP: Elvis at Sun

13. Early in his career Elvis was marketed as a:
- rhythm and blues artist
 - rockabilly musician
 - rock and roll singer
 - country and western artist

ANS: D PTS: 1 DIF: medium REF: p. 86

TOP: Elvis at Sun

14. Elvis Presley's contract was bought by:
- Columbia Records
 - RCA Records
 - Colonel Tom Parker
 - Sun Records

ANS: B PTS: 1 DIF: easy REF: p. 86

TOP: The Big RCA Deal

15. Elvis is often thought of as a song stylist because:
- he wrote songs similar in style to rhythm and blues
 - he was influenced by pop singers
 - he did not write his own songs but chose which material he would record
 - he recorded numerous versions of the same song

ANS: C PTS: 1 DIF: hard REF: pp. 86–87

TOP: Covers in Elvis's Early Career

16. Which song was the first million-selling single for Sun Records?
- "Folsom Prison Blues"
 - "Peggy Sue"
 - "High School Confidential"
 - "Blue Suede Shoes"

ANS: D PTS: 1 DIF: easy REF: p. 89

TOP: Carl Perkins, Johnny Cash, and Jerry Lee Lewis at Sun

17. All of the following were artists with Sun Records except:
- Johnny Cash
 - Carl Perkins
 - Buddy Holly
 - Jerry Lee Lewis

ANS: C PTS: 1 DIF: easy REF: pp. 88–90

TOP: Carl Perkins, Johnny Cash, and Jerry Lee Lewis at Sun

18. Gene Vincent and Eddie Cochran were particularly popular:
- with other rockabilly artists
 - with audiences in England
 - with adult audiences
 - with major record labels

ANS: B PTS: 1 DIF: hard REF: p. 90

TOP: Gene Vincent and Eddie Cochran

19. Which Sun Records singer was dubbed the “female Elvis”?

- a. Brenda Lee
- b. Patti Page
- c. Ruth Brown
- d. Janis Martin

ANS: D PTS: 1 DIF: medium REF: p. 90
TOP: Rockabilly Ladies

20. “That’ll Be the Day” was the first hit for:

- a. Jerry Lee Lewis
- b. Chuck Berry
- c. Buddy Holly
- d. Carl Perkins

ANS: C PTS: 1 DIF: medium REF: p. 91
TOP: Buddy Holly

21. All of the following events affected the first wave of rock and roll except:

- a. Little Richard became an ordained minister
- b. Elvis received his draft notice
- c. Buddy Holly died in a plane crash
- d. Pat Boone had his first rock and roll hit song

ANS: D PTS: 1 DIF: easy REF: pp. 93–94
TOP: The Misfortunes of Many in Rock and Roll’s First Wave

22. Who did ASCAP represent during the payola scandal?

- a. independent labels
- b. traditional pop song writers
- c. the major record labels
- d. the disc jockeys

ANS: B PTS: 1 DIF: medium REF: p. 94
TOP: The Payola Investigations

23. What was the focus of the congressional hearings into the payola scandal?

- a. the influence of major record labels on the market
- b. the American stereotypes about rhythm and blues music
- c. the radio stations that played rock and roll
- d. the gifts received by disc jockeys

ANS: C PTS: 1 DIF: medium REF: p. 95
TOP: The Payola Investigations

24. Two high-profile individuals associated with the payola scandal were:

- a. Jerry Leiber and Mike Stoller
- b. Alan Freed and Dick Clark
- c. Sam Phillips and Ike Turner
- d. Dewey Phillips and Alan Freed

ANS: B PTS: 1 DIF: easy REF: p. 96
TOP: The Payola Investigations

25. As a result of the payola scandal, Alan Freed:

- a. started a new television show

- b. returned all the gifts and cash he received
- c. was run out of the music business
- d. created a new independent label

ANS: C PTS: 1 DIF: medium REF: p. 96
TOP: The Payola Investigations

SHORT ANSWER

1. _____ was a regional radio show in Memphis hosted by Dewey Phillips.

ANS:
Red, Hot, and Blue

PTS: 1 DIF: medium REF: p. 67
TOP: The Rise of the Disc Jockey in Regional Radio

2. Explain how payola was beneficial to indie record labels as well as independent radio stations.

ANS:
helped labels fit into recording industry, helped independent radio stations compete with local affiliates and national networks

PTS: 1 DIF: hard REF: p. 69
TOP: Aggressive Marketing by Independent Labels

3. What is the purpose of music-industry periodicals such as *Cashbox* and *Billboard*?

ANS:
to help industry professionals track the music business and help predict trends in music sales

PTS: 1 DIF: medium REF: p. 70 TOP: Hit Records and the Charts

4. _____ often performed a trademark “duck walk” during guitar solos.

ANS:
Chuck Berry

PTS: 1 DIF: easy REF: p. 72
TOP: Chuck Berry: Blending Rhythm and Blues . . .

5. Although he covered many rhythm and blues songs, _____ had a central role in establishing rock and roll in mainstream pop in the 1950s.

ANS:
Pat Boone

PTS: 1 DIF: medium REF: pp. 79–80
TOP: Bill Haley, Pat Boone, and the “Whitening” of Rhythm and Blues

6. The song _____ helped launch Elvis Presley's career at Sun Records.

ANS:

"That's All Right (Mama)"

PTS: 1

DIF: easy

REF: pp. 82–83

TOP: Elvis at Sun

7. How was Elvis's image and music used to appeal to a wider audience?

ANS:

his image as a patriotic soldier and his recording a broader range of musical styles

PTS: 1

DIF: medium

REF: pp. 86–88

TOP: Covers in Elvis's Early Career

8. The "slapback echo" was a rockabilly feature pioneered by _____.

ANS:

Sam Phillips

PTS: 1

DIF: hard

REF: p. 87

TOP: Covers in Elvis's Early Career

9. How was Buddy Holly influential as a songwriter?

ANS:

Holly wrote in multiple song forms (12-bar blues, AABA, verse-chorus) and had a broader stylistic range than other rock and roll songwriters

PTS: 1

DIF: medium

REF: p. 93

TOP: Holly the Songwriter

10. Explain why the act of payola was not deemed an illegal activity.

ANS:

FCC rules require that gifts be acknowledged on air and any money received must be claimed on income tax forms, but do not restrict the exchange of money and gifts for air time

PTS: 1

DIF: hard

REF: pp. 95–96

TOP: The Payola Investigations

MATCHING

Match the item to the description below.

- | | |
|---|---|
| a. crossover success for Jerry Lee Lewis | f. Elvis Presley's manager |
| b. radio show hosted by Alan Freed | g. trademark of Buddy Holly |
| c. received coauthor credit for the song "Maybelline" | h. original marketing term for rhythm and blues |
| d. the American Society of Composers, Artists, and Performers | i. female rockabilly singer |
| e. Chuck Berry's first hit on Chess Records | j. song originally performed by Big Joe Turner |

1. ASCAP
2. “Maybelline”
3. Colonel Tom Parker
4. vocal hiccup
5. “race” records
6. Brenda Lee
7. *The Moondog Show*
8. “Shake, Rattle, and Roll”
9. Alan Freed
10. “Whole Lotta Shakin’ Goin’ On”

- | | | | | |
|-----|---|--------|-------------|------------|
| 1. | ANS: D | PTS: 1 | DIF: easy | REF: p. 94 |
| | TOP: The Payola Investigations | | | |
| 2. | ANS: E | PTS: 1 | DIF: easy | REF: p. 72 |
| | TOP: Chuck Berry: Blending Rhythm and Blues . . . | | | |
| 3. | ANS: F | PTS: 1 | DIF: easy | REF: p. 86 |
| | TOP: The Big RCA Deal | | | |
| 4. | ANS: G | PTS: 1 | DIF: medium | REF: p. 92 |
| | TOP: Buddy Holly | | | |
| 5. | ANS: H | PTS: 1 | DIF: medium | REF: p. 70 |
| | TOP: Hit Records and the Charts | | | |
| 6. | ANS: I | PTS: 1 | DIF: medium | REF: p. 90 |
| | TOP: Rockabilly Ladies | | | |
| 7. | ANS: B | PTS: 1 | DIF: medium | REF: p. 67 |
| | TOP: The Rise of the Disc Jockey in Regional Radio | | | |
| 8. | ANS: J | PTS: 1 | DIF: easy | REF: p. 77 |
| | TOP: Bill Haley, Pat Boone, and the “Whitening of Rhythm and Blues” | | | |
| 9. | ANS: C | PTS: 1 | DIF: medium | REF: p. 96 |
| | TOP: The Payola Investigations | | | |
| 10. | ANS: A | PTS: 1 | DIF: easy | REF: p. 89 |
| | TOP: Carl Perkins, Johnny Cash, and Jerry Lee Lewis at Sun | | | |

ESSAY

1. Taking into consideration the conservative social and cultural context of the United States in the 1950s, discuss how rock and roll developed as a musical style within this climate. How did musical styles change during this time? How did radio and television affect the way people consumed and reacted to the growth of rock and roll?

ANS:
answers vary

PTS: 1 DIF: hard
TOP: The First Wave of War Babies Reaches Adolescence . . . ; The Rise of the Disc Jockey in Regional Radio; Aggressive Marketing by Independent Labels; Hit Records and the Charts; Bill Haley, Pat Boone, and the “Whitening” of Rhythm and Blues; The Controversy over Cover Versions

2. How did the music industry cope with the sudden growth of rock and roll in the 1950s? What steps were taken by both independent and major labels to ensure they remained viable in the changing musical climate?

ANS:
answers vary

PTS: 1 DIF: hard

TOP: Aggressive Marketing by Independent Labels; Hit Records and the Charts; Bill Haley, Pat Boone, and the “Whitening” of Rhythm and Blues

3. Compare and contrast the musical output of the following musicians: Bill Haley, Chuck Berry, Elvis Presley, and Buddy Holly. How were their approaches to rock and roll similar and/or different? In your answer, consider their roles in 1950s rock and roll, their musical and performance style, and their influence on later musicians.

ANS:
answers vary

PTS: 1 DIF: hard

TOP: Chuck Berry: Blending Rhythm and Blues; Berry’s Musical Influence; Bill Haley, Pat Boone, and the “Whitening” of Rhythm and Blues; Elvis at Sun; The Big RCA Deal; Covers in Elvis’s Early Career; Buddy Holly; Holly the Songwriter

4. The year 1955 is pinpointed in the text as the year in which rock and roll became a viable music genre in the United States. Why is this date important in rock and roll history? Why is it difficult to name one particular year as the year rock and roll began?

ANS:
answers vary

PTS: 1 DIF: hard

TOP: The First Wave of War Babies Reaches Adolescence . . . ; The Rise of the Disc Jockey in Regional Radio