



**'50s Rock 'n' Roll Study Unit**

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**Chapter 6-9: The Commercialization of Rock 'n' Roll**

**Important Terms & Names**

**1) Why were the small independent record labels important in the emergence of rhythm & blues and rock 'n' roll music in the 1940s and 1950s?**

**2) How did the invention of magnetic tape, which replaced direct-to-disk recording, revolutionize the industry?**

**3) How did the invention of the transistor radio increase the popularity of rock 'n' roll with teenagers?**

**4) What invention did scientists at CBS create which replaced the 78 r.p.m. record? How was it different?**

**5) What invention did RCA create to compete with the CBS invention? How was it different? How did it aide in the increase of popularity of rock 'n' roll with teenagers?**

6) What legal practice existed between the independent record labels and radio deejays that assured more air time for the young, new artists of rock 'n' roll?

7) How did the major labels change the authentic, gritty sound of early rock 'n' roll artists?

8) How did the major labels sanitize the power of early rock with substitute artists?

9) What was the "payola" scandal? Was the practice legal?

10) Why did the payola scandal affect Alan Freed and Dick Clark differently?

11) What events at the end of the 1950s seemed to spell the end of the renegade rock 'n' roll movement?