



'60s Rock 'n' Roll Study Unit

Name:		Date:	
Email:		Prof/Class:	

Chapter 6: The Sounds of Bubble-Gum Pop-Rock

Important Terms & Names

1) How was the bubble-gum sound different from mainstream rock in the mid-'60s?

2) What age group was the marketing target for the sound?

3) How was the Beatles' movie *A Hard Day's Night* a starting point for the creation of the Monkees?

4) What are some of the characteristics of the typical bubble-gum pop-rock song?

5) How were Saturday morning cartoons, breakfast cereal and comic books part of the marketing for bubble-gum groups?

6) Why might the bubble-gum movement be considered cultural escapism at the end of the '60s?

7) In what ways were the studio-based bubble-gum groups similar to the girl groups created by Phil Spector and others at the beginning of the '60s?