



'60s Rock 'n' Roll Study Unit

Name:		Date:	
Email:		Prof/Class:	

Chapter 1: Crafting Rock 'n' Roll in the Studio: Producers & Hit Songs

Important Terms & Names

1) How did the role of the record producer at the end of the 1950s affect the sound of rock 'n' roll?

2) Why were the record companies more interested in a hit single rather than building an artist's career?

3) What revolutionary change did independent record producers/songwriters Jerry Leiber and Mike Stoller introduce in the sound of typical R&B-based rock 'n' roll? What was the new sound called?