



'60s Rock 'n' Roll Study Unit

Name:		Date:	
Email:		Prof/Class:	

Chapter 4: Motown – Developing the Black Pop-Rock Sound

Important Terms & Names

1) Who founded Motown? How did it get its name? What was it called before it was "Motown"?

2) What was "crossover appeal"? Why was it important?

3) What two musical styles contributed to the Motown Sound?

4) What four characteristics did Gordy use as a basis for the hit songs of Motown?

5) Why was it important to keep the song to a 3-minute maximum format?

6) Who were the “Funk Brothers”? What role did they play in Motown songs?

7) What was the Motown “finishing school”? Why was it important and how did it help prepare the artists?

8) In what way did Michael Jackson carry the principles of Motown into his hit singles and videos in the 1980s?