

Vocabulary

- 1 Match the types of music with the photos.

gospel ☐ soul ☐
R & B (rhythm and blues) ☐



Reading

- 2a Read the article quickly and say what happened.

In 1959

From 1961 to 1971

- 2b Read the article carefully. Decide if these sentences are true (T) or false (F). Correct the false sentences.

- 1 Motown was created in 1959.
- 2 The owner's mother worked in the office.
- 3 Motown sound is influenced by rock music.
- 4 Only African-Americans liked Motown music.
- 5 Gordy helped his artists become stars.
- 6 In the 1960s Motown had more than 100 hits.

Listening

- 3 13 Listen to 'Hot Sounds', a radio programme. Answer these questions.

- 1 What is Jim Bergmann's job?
- 2 How many copies did Michael Jackson's *Thriller* sell?
- 3 When was the Motown Record Company created?
- 4 Why did Jim want to write a book?
- 5 Did white people buy music by African-American singers before Motown?
- 6 What did Motown change for African-American singers and musicians?



Motown

We all know Michael Jackson. But did you know that he was a pop star at the age of five? Well, he was in a group called the Jackson 5 with his brothers. And they were just one of many Motown bands. Before the 1960s, American record companies did not support African American bands, but a small company from Detroit, Michigan changed the music scene for ever. This is the story of Motown.

Berry Gordy, Jr., a young man from Detroit wanted to create a record company for African American singers and musicians. People call Detroit the 'Motor City' because there are many car companies there, so in 1959 Gordy called his company Motown.

Motown was a family business. Gordy's two sisters worked in the office, his brother worked in the studio, and his dad often came in to help. Gordy worked hard to discover fresh talent. He looked for new songwriters and producers, he listened to street singers and he went to talent shows. By 1964, Motown was the most successful record company in the USA. In 1975, it was the biggest record company in the world.

The famous Motown sound was experimental. The original studio was small and the recording equipment was very simple. But the musicians were creative. They used tin cans and chains as instruments. If they needed more percussion, everyone in the office came to the studio and clapped hands. The sound combined three types of black music: R&B, soul and Gospel.

Gordy knew that white people didn't become fans of black music quickly or easily. Many Motown artists came from very poor areas. They didn't know the big stage or how to perform on TV. Gordy made sure that they always looked very professional and knew how to dance. They made a great impression. Black and white listeners loved it!

Motown had 110 top ten hits in the 1960s. The most famous Motown stars were Marvin Gaye, Diana Ross and the Supremes, Michael Jackson, Stevie Wonder and the Temptations. Gordy called the company's home 'Hitsville, USA'. In 1985, it became the Motown Historical Museum.

Project space My favourite music

- 4** What's your favourite type of music? Why do you like it? Look for information about it and prepare a short presentation.

I love folk music. That's because I really like the sound of the guitar. Folk songs also have beautiful lyrics. My favourite folk singer is Bob Dylan...