

Torff

Seize the Beat

The Evolution of American Music

The story of American popular music is steeped in social history, race, gender and class, its evolution driven by ephemeral connection to young audiences. From Benny Goodman to Sinatra to Elvis Presley to the Beatles, pop icons age out of the art form while new musical styles pass from relevance to nostalgia within a few years. At the same time, perennial forms like blues, jazz and folk are continually rediscovered by new audiences. This book traces the development of American music from its African roots to the juke joint, club and concert hall, revealing a culture perpetually reinventing itself to suit the next generation.



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52,00 €

48,60 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781476690773

Medium: Buch

ISBN: 978-1-4766-9077-3

Verlag: McFarland and Company, Inc.

Erscheinungstermin: 21.12.2022

Sprache(n): Englisch

Auflage: Erscheinungsjahr 2022

Produktform: Kartoniert

Gewicht: 380 g

Seiten: 277

Format (B x H): 152 x 229 mm



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Kundenservice Fachmedien Otto Schmidt

Neumannstraße 10, 40235 Düsseldorf | kundenservice@fachmedien.de | 0800 000-1637 (Inland)

07.08.2024 | 01:34 Uhr

