



步步高英语系列丛书

Level Five ★★★

# 世界乐业

THE POP  
INDUSTRY



翁燕珩

主编

北京理工大学出版社

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Level Five 3

The Pop Industry  
世界乐业

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# 短期成功, 长期快乐

## ——请读步步高英语系列丛书

《步步高英语系列丛书》是一套快速提高英语阅读能力, 扩大词汇量, 增强英语语感, 从而全面提高英语水平的好书。认真地阅读这套书, 一定会在短期内取得学习英语和使用英语的成功, 长期享用成功的快乐。

这套丛书具有大众性、普及性, 适用于各个不同水平层次的英语学习者。既适用于学生, 又适用于自学者。既适用于中学生, 又适用于大学生。水平偏低的可以用作学习材料, 水平较高的可以用作复习精品。作课内读物很好, 作课外读物亦佳。可精读, 可泛读, 可玩味英语语言之美, 也可领略人类体能和智能的奥妙。

这套丛书专门为非英语国家的人学英语而编, 又有针对中国人阅读理解难点而进行的注释。按照难易程度分为六级, 一级比一级增多 350 个新词和适量的新句型。一级接一级循序而读, 自然而然地由浅入深, 由简到繁, 不知不觉地由低水平上升到高水平, 体现了学习英语的最佳途径和方法。可使读者费力不多, 而收效甚大。

这套丛书内容信息性强, 知识层面广, 读来有趣, 引人入胜, 欲罢不能, 确实是同类书中的上品。因此我诚挚地向广大英语爱好者及有志于掌握英语这一工具的人推荐这套书。

北京师范大学外语系 胡春洞

## 致 读 者

随着不断的对外开放,人们越来越重视外语学习,各级各类学校对外语教学的要求也越来越高。但是,您是不是也同许多人一样遇到这么一个问题:英语学习多年,单词记了不少,语法也算熟悉,但每当需要用英语进行口头或文字表达时便不知所措,说出来的别人听不懂,写出来的别人看不懂。这主要是对常用词汇和语法缺乏具体感受,对英美文化缺乏一定了解的缘故。由此看来,多读英美国家的作品以增强语感和文化摄入,就显得十分必要了。可是,目前国内出版的选材合理、编排科学,集知识性、趣味性于一体的普及型英语读物实在是太少了。为解广大英语学习者之急需,我们选编了这套《步步高英语系列丛书》。这套丛书有以下几个特点:

取材广泛,内容新颖。这些英美作者的文章,短小精悍,妙趣横生。您从中既可以熟悉常用的词汇和语法,增强语感;又可以撷取大量的文化信息,提高您的阅读理解与表达能力。

分级编排,级级衔接。本丛书分为六级,词汇量分别为350、700……至2100。各级之间紧密衔接,成为一体,在一定程度上填补了目前我国高中与大学英语教学中存在的语言知识“断带”问题。

选词科学,难易适中。本书词汇均来源于《Longman Lexicon of Contemporary English》(《朗曼当代英语词汇》),是根据计算机统计的词频安排的。语法现象也是由易到难,精心设计。读者可以循序渐进,逐步提高。

略加注释,便于阅读。凡文中出现的个别难词、新词、俚

语、短语和比较复杂的语法现象,都略加注释,以免除读者查阅辞典之苦。每篇文章末尾配有练习题,可用以检测您的阅读与理解水平。

本书以国家教委颁布的《九年义务教育全日制初级中学英语教学大纲》初、高中学生应掌握的词汇量为依据,一、二级可供初中学生阅读;三、四级可供高中学生阅读;五、六级可供大专以上的学生阅读。全套书亦可用作英语教学的泛读辅助教材。

愿《步步高英语系列丛书》成为您的朋友!

编者

1993年3月

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## What is pop<sup>①</sup>?

Pop music is not as modern as many people think. People have been making music and singing songs for thousands of years and at every time in history one type of music was more popular than the music of earlier times. Pop music is simply the music that is popular with a large number of people at a particular time, although many people understand it to mean rock music, or rock and roll music<sup>②</sup>——the music that has developed in the last 25 years. But 'pop' is not only a type of music ——it is also big business.

In the last 25 years, pop has grown into a very large international industry, employing hundreds of thousands of people to create music, produce records, sell records, play records on ~~the~~ radio, make instruments<sup>③</sup> and so on. The biggest part of the business is the selling of records. Across the world, music lovers spend around six billion pounds (£6,000,000,000,000) on records each year, most of which is spent in Britain, America, Japan and West Germany. The money goes to international record companies like EMI, RCA, Polydor, Warner Bros, or CBS, who each earn millions of pounds a year from the pop industry.

What is modern pop music? There are many different

styles of pop music popular with different groups of people. There is rock and roll music, the music from the 1950s, still played by Chuck Berry and Jerry Lee Lewis. There is the pop music of The Beatles<sup>®</sup> and other pop musicians of the early 1960s, such as The Beach Boys. There are different types of black music: the soul music<sup>®</sup> of the 1960s, the disco<sup>®</sup> and reggae<sup>®</sup> sounds of the 1980s. There is the heavy rock music of the 1960s, played then by Deep Purple and still played by Status Quo, Rainbow and others. There is the traditional English folk music<sup>®</sup>, which developed into the electric folk music played by Fairport Convention or Steeleye Span. There is the traditional American folk music, which influenced the music of singers like Bob Dylan or Joan Baez.

More recently, there is punk rock<sup>®</sup>—a very loud and simple type of rock music played by The Sex Pistols and The Stranglers and developing out of that, the New Wave music of The Police. All of these styles are still popular and the simple pop song, the song that everyone can sing or dance to, has been the most popular of all. Most of these different styles are also popular internationally, so the same song may be number one<sup>®</sup> in twenty or thirty different countries.

The industry that creates, produces and sells this pop music around the world is a very complicated one. It involves the work of a variety of people and not only the musicians and singers who become famous. Often the agents<sup>®</sup>

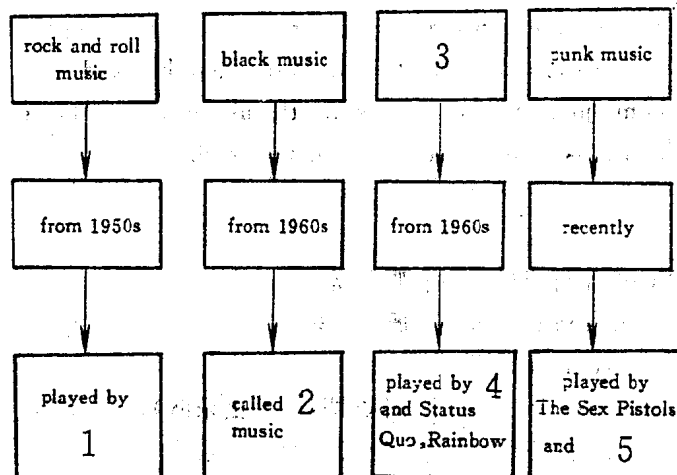
and managers and record producers will remain unknown to people outside the pop industry but they are just as important in the process of bringing records to the public and they may become just as rich as the stars themselves. This book will take a look at how the pop industry works.

### Notes

- ① pop 流行音乐、歌曲、唱片等。
- ② rock and roll music 摇滚音乐。
- ③ instrument 乐器。
- ④ The Beatles 披头士乐队(即:甲壳虫乐队),二十世纪五、六十年代英国的一支四重奏爵士乐队。
- ⑤ soul music 灵歌音乐(一种黑人音乐名称)。
- ⑥ disco 塑料唱片。
- ⑦ reggae (来自牙买加的一种)黑人音乐。
- ⑧ the traditional English folk music 传统的英国民乐。
- ⑨ punk rock 嘻皮士摇滚乐。
- ⑩ number one 头号的,头等的。
- ⑪ agent 代理人。

### Exercises

Describe some different styles of pop music by filling in the blanks according to this chapter.



## 2

### The stars

Since the 1950s, most of the stars of pop music have come from Britain and America. However, in the last ten years, when many different kinds of music have established<sup>①</sup> themselves on the pop scene, more and more stars have come from other countries. One of the richest groups in the world is the Swedish group Abba, who have had number one hits<sup>②</sup> in America, Australia and every European country. They sold 40 million records in 1976—more than anyone since The Beatles. For today, the pop business is very much an international one, and the financial rewards<sup>③</sup> are enormous. The top stars<sup>④</sup> are millionaires, often richer than filmstars, politicians or businessmen. Fleetwood Mac, for example, sold over 21 million copies of their album<sup>⑤</sup> 'Rumours' which is now the biggest-selling record in the industry's history.

Pop music changes all the time and new stars appear and become famous. Many of today's stars started out in the 1960s and have changed their music to suit the times. Stars like Cliff Richard, Rod Stewart, Elton John and groups like The Rolling Stones and Pink Floyd still have mass<sup>⑥</sup> audiences today, even though they began performing ten years ago. This is unusual for the pop scene—although most

stars take many years to become famous, their fame does not usually last long. For a musician to stay popular and still produce good, original<sup>®</sup> music over a long period of time, is a sign of a true star.

Most stars start their careers in a simple way—playing in unknown nightclubs or dance-halls where people want to dance to the music, not listen to it. They may have to continue doing this for many years until they get a 'break'<sup>®</sup>—a chance to perform in well-known place or to get a recording contract. To become a star is the aim of every singer or musician and the dream of many a pop-crazy teenager<sup>®</sup>.

Not every star has had to wait years to find success. Soul star Stevie Wonder made his first record at the age of twelve and was an international star while he was a teenager. He is still one of the most respected singers in the world, as well as one of the richest. The Osmonds, the singing family, began their career very early. The younger members of the family—Donny, Marie and Jimmy, found fame and success before they finished school. Other groups and singers are very lucky and reach the top of the charts<sup>®</sup> with their first record. This first success may be repeated, so they become famous stars, or they may only be 'one record wonders'—those who make one successful record and are never heard of again.

Pop stars present themselves on stage in many different

ways. Some are happy just to play their music and do not worry about how they look, arriving at concerts in their normal, everyday clothes. This is often true of 'heavy metal'<sup>®</sup> groups who consider their music to be the only important part of their performance. But many stars——especially soul and disco stars——dress in costumes they have bought to wear on stage. These expensive costumes are often like uniforms<sup>®</sup>——all the musicians wear the same clothes. This is the style that the fans like——they want to experience a visual as well as a musical show.

Punk rock groups, with their coloured hair and strange clothes, are making the same protest in the way they look as they are in their music, singing songs about the meaninglessness of life. The new wave musicians of today are a compromise<sup>®</sup> between rock and punk and many groups are wearing expensive suits and ties as well as green hair. The middle-of-the-road<sup>®</sup> groups like Abba and The Bee Gees present themselves in a way that is acceptable to all age groups, preferring the 'clean cut' image<sup>®</sup> that will not upset anybody.

Other groups present themselves in a theatrical way. Starting with David Bowie's space-age<sup>®</sup> costumes and make-up<sup>®</sup>, this trend has been followed by the American group Kiss——who appear on stage in strange make-up and costumes. Alice Cooper appeared on stage with real chickens and dangerous snakes. Many rock groups use dry ice<sup>®</sup> and

laser beams<sup>®</sup> as an important part of their act. Punk groups became famous by spitting<sup>®</sup> on stage, using rude words on television and encouraging fights amongst members of their audiences. One of these groups—The Sex Pistols—lost their recording contracts with two major companies because of their wild behaviour.

But many groups and stars who have made it in the music world have been seen as millionaires who no longer understand how their fans live. Punk music changed all that by producing stars who looked and sounded like ordinary teenagers. Punk rock was aimed at the working-class teenager and the music was as rough, direct and violent as most of its audience was. But out of 'punk' came 'new wave' music, and the music started to become less aggressive and more tuneful<sup>®</sup>.

Musicians like The Stranglers and Elvis Costello were influenced by early rock and even rhythm and blues<sup>®</sup>, and mixed these styles to produce a modern sound. But while the new wave groups sing about politics and social problems, other musicians concentrate on the experiences of life which will always provide good ideas for song—love, personal relationships and the search for happiness.

However a group or star makes it to the top, they can be sure that their lives will change once they are successful. Ordinary teenagers living at home with their parents may suddenly find themselves rich enough to buy their own hous-

es. An established® super-star® may be able to buy several. Elton John, for example, has homes in America, France and England. Other stars choose to live abroad to avoid paying high income taxes, such as Rod Stewart, who lives in America for all but a few weeks of the year so that he does not have to pay British tax. But once at the top, pop stars can make enormous amounts of money—— Elton John is said to be worth 13 million pounds.

There are many disadvantages to being famous. Stars find their lives are not private any more and many try hard to avoid their fans when they are not actually on stage. Some hide themselves away in their country houses, others appear in public in disguise® and others stay away from discotheques® and restaurants in the city to avoid the fans who always want to ask questions and follow them around. But at the same time they encourage fan clubs which provide members with magazines, photographs, personal histories of the musicians and information about concerts and new records.

So despite the large amounts of money that are earned, life at the top is not easy for many stars. The pop scene is hard work and many stars need to spend a lot of time away from home. For a lot of them, this means they have no home life and their personal relationships suffer. Despite great public success, life at the top can be very lonely.

## Notes

- ① establish 使…立足。
- ② number one hit 最为轰动的,最流行的。
- ③ reward 报酬。
- ④ top star 一流明星。
- ⑤ album (照相簿式)唱片集。
- ⑥ mass 众多,大量。
- ⑦ original 新颖的。
- ⑧ get a break 碰到好运气。
- ⑨ pop-crazy teenager 迷恋流行音乐的青少年。
- ⑩ chart 流行音乐的名单。
- ⑪ heavy metal ‘重金属’乐队。
- ⑫ uniform 制服。
- ⑬ compromise 折衷。
- ⑭ middle-of-the-road 保守的、容易听懂的音乐。
- ⑮ image 整洁好看的形象。
- ⑯ space-age 太空时代。
- ⑰ makeup 化妆。
- ⑱ dry ice 干冰,固体二氧化碳。
- ⑲ laser beam 激光束。
- ⑳ spit 吐痰。
- ㉑ tuneful 曲调优美、悦耳。
- ㉒ blues 慢四步爵士舞曲。
- ㉓ established 公认的。
- ㉔ superstar 超级明星。
- ㉕ in disguise 乔装打扮。