Rap makes its move into mainstream music

pop music? Rap has taken America by the throat, dressed it, moved its booty and told rappers could push the right buttons. So a it how to think. Some see this movement as steady drum beat and a sampled guitar riff just another fad, but with rap's proliferation kept "Wild Thing" on everyone's lips. into mainstream music, critics are being forced to take notice.

rence. Only for about five years have we had rough "gangsta." rap on the radio nationwide. Run-DMC first broke the barrier in 1987 with its collabora- rappers over the top to pop superstardom, tion with Aerosmith on "Walk This Way."

For the first time, rap was being heard on every pop music station in America.

Tone-Loc went on to prove that other

Then came the bum rush. It was a fashion to listen to rap, buy rap and dress like Rap in pop music is a fairly new occur- rappers, either in a fly B-boy style or like a

> The fashion and the fad pushed several call sellouts and others give credit (well, no one gives credit to Vanilla Ice).

America couldn't ignore rap. It wouldn't They became bigger than life, selling

seemed to be the future of pop music, if not

Thankfully, pop-rap music has moved foreword into new styles: the playful style of DJ Jazzy Jeff & The Fresh Prince, the hard- be in business core edge of LL Cool J and Naughty by Nature, the soft style of P.M. Dawn, the Well, it's the now of pop music. Only time the "backwards" style of Kris Kross.

This diversity gives hope for the future rap will die any time soon. quality of rap. But rap has done more than -Greg Schick is a rap fan and Diversions contribuenter the pop music field of play. It has tor.

try, and where is it seen more these days than machine, trying to become an integral piece. bopping masses and enraging hard-core rap. Technotronic and C+C Music Factory brought purists. With world tours, dolls and Saturday rap into their house music. R & B artists such morning cartoons, these soda pop rappers as Janet Jackson use rappers as a new dimension to their records

So even if rap were to lose its following in pop music, we would still see its influence in R & B and house, and rappers would still

Is rap music the future of pop music? ragamuffirhinfluenced style of DAS EFX and will tell the fate of rap, but with current trends the way they are, it doesn't look like

Memory of Elvis

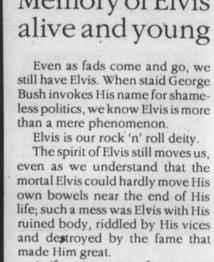
Even as fads come and go, we still have Elvis. When staid George Bush invokes His name for shameless politics, we know Elvis is more

even as we understand that the mortal Elvis could hardly move His own bowels near the end of His life; such a mess was Elvis with His ruined body, riddled by His vices and destroyed by the fame that

silliness, we, through popular cul-

Elvis has been sighted alive — a second coming of the rock 'n' roll

Elvis' latest and most significant sighting was at the movie, "Honeymoon in Vegas," where he appeared in the guise of imitators of



As if to compensate for our own

ture, revere Elvis, yet mock Him at the same time. In cheap tabloids, we see that

And yet, He usually is spotted doing something extraordinarily



Anthony Kiedis of the Red Hot Chili Peppers





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CAL ...) AS A MUSICIAN, I FIND THE IDEA OF EXCLUSIVITY IN MUSICAL PREFER-ENCE A TYPE OF PERSONAL FASCISM.

Thursday, September 10, 1992

JOHN CAGE, A GREAT MUSICIAN/PER- ON FOR QUITE A WHILE STILL.) SON WHO JUST DIED, THOUGHT OF MUSIC AS ANYTHING A PERSON MIGHT HEAR: TRAFFIC NOISE, ANIMAL SOUNDS, ERIK ABOUTSONATAALLEGROFORM, CANON/ SATIE PIANO PIECES AUDIBLE COULD BE MUSIC.

SOMETIMES WHEN I TALK WITH PEOPLE

ONLY LISTEN TO ROCK IN ROLLY (OR THEY SOURCES FOR SOME ONLY LISTEN TO RAP OR JAZZOR CLASSI- Search for eccentric escapes categories, 'fascism' OUT YOUR 'FREE' SOURCES FOR SOME

TRIAL, FUNK, HARDCORE, RAVE, ACID HOUSE AND RAP (THIS LIST COULD GO

PEOPLE I TALK WITH AT THE SCHOOL OF MUSIC, ON THE OTHER HAND, KNOW FUGUE, LIEDER, THE TRISTAN CHORD, IMPRESSIONISM, FREE ATONALITY (THIS LIST COULD BE EVEN LONGER.)

WHEN I TRY TO TALK WITH EITHER OF ABOUT MUSIC; ALL THEY SEEM TO KNOW THESE GROUPS OF PEOPLE ABOUT MU-

ABOUT IS ROCK: ALTERNATIVE, INDUS- SIC FROM THE FRINGE ... THIRD-STREAM FORE. JAZZ, ETHNIC MUSIC, ELECTRONIC MU-

> OUTTHERE THAT ISN'T HEARD ENOUGH. (AND THEY ARE NOT ALL CLASSICAL EI-BEFORE YOU DIAL THAT 800 NUMBER THER.) FOR THE NEW K-TELRELEASE OR GOOLT

MUSIC YOU HAVE NEVER HEARD BE GOOD PLACES ARE THE LOW-END FRE-SIC, FREE IMPROVISATION, ETC . . . I QUENCIES ON THE FM DIAL. THE PUBLIC ENCOUNTER INDIFFERENCE, SOMETIMES LIBRARY HAS SOME GEMS IN ALL TYPES

TO PICKLES OR TWISTERS TO BUY THE MOST OBSCURE/ALTERNATIVE, PSYCHE contributor.

Raves gain popularity

than two years now — and its rising who pump out the techno music. popularity could be what kills it. Ravers do not dance in couples,

techno bands, a chart rating is the like a pagan ritual, with lasers reend of favor with club DJs who will placing sun worship. The dancing no longer play the record as it has is an energetic business, making lost its hard-core appeal.

Hard-core appeal is very impor- in circling, jerky motions. tant to the average raver. Rave began as a reaction to the lack of up around rave works around the innovation in the music industry practicalities of dancing. Crew cuts, and thrived on remaining outside baggytrousers, loosetops and sports the corporation music world.

night away.

Because raves are illegal, gather- die from heat exhaustion. corded phone message

been the mainstay of almost all such as fairground rides and an European dance music for more assortment of top DJs and bands mechanisms and dulls the effects of other drugs.

use of the feet and the arms that fly

boots are standard.

Another aspect of this is the Raveisalso associated with drug culture that has grown up around usage, particularly the stimulant Ecrave music, The place to hear rave stasy. Proponents of the drug insist music is at outdoor raves, where up it is less harmful than alcohol. Howto 10,000 ravers meet to dance the ever, the drug raises the body's go on general release. temperature. This, combined with Raves are big-business events. hours of vigorous dancing, has Tickets frequently cost \$40 or more. caused a small number of ravers to

ings organizers divulge the location Other illegal drugs associated only at the last minute, via a re- with rave are amphetamines, LSD,

Not surprisingly, drug use has For the electronically based but in rows — all facing the stage given rave culture a certain notoriety. Techno bands feed off this. Song titles and band names with the word ecstasy or "E" in them are fast becoming a cliche

Rave, like all music trends, will undoubtedly pass, but already in its short existence, rave has made one fundamental difference to the music business. Small bands in Europe have stopped looking to the major labels for support and instead release limited editions of their songs direct to the DJs. Only if the song catches on in the clubs does it then

Rave is now becoming popular on the East and West coasts of America. Perhaps here too it will rock the foundations of the music

- Matthew Grant is our token European and a Diversions contribu

SCORN (THAT RHYMES WITH JOHN ZORN.) OF MUSIC, AND THE LISTENING BOOTHS THE POINT I AM TRYING TO MAKE IS IN WESTBROOK'S MUSIC LIBRARY GIVE THAT THERE IS A LOT OF GREAT MUSIC YOU ACCESS TO MORE THAN 10,000 TITLES

- Nick Wilson is a music major and Diversion

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20th Guilt Trip (All Ages) 19th Guilt Trip

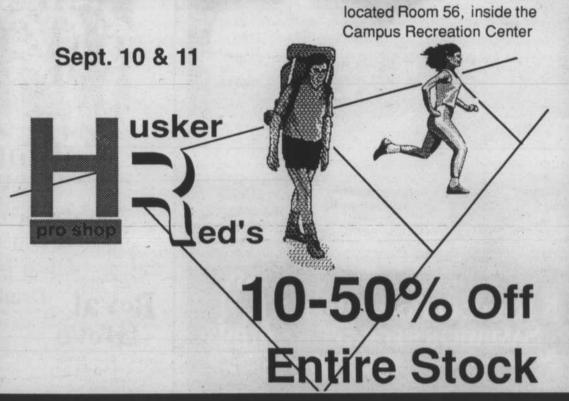
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